

Arelys López Concepción

Factores que afectan la responsabilidad social corporativa y el avance hacia las organizaciones saludables

Director/es

Gil Lacruz, Ana Isabel
Saz-Gil, María Isabel

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ISSN 2254-7606

Tesis Doctoral

**FACTORES QUE AFECTAN LA RESPONSABILIDAD
SOCIAL CORPORATIVA Y EL AVANCE HACIA LAS
ORGANIZACIONES SALUDABLES**

Autor

Arelys López Concepción

Director/es

Gil Lacruz, Ana Isabel
Saz-Gil, María Isabel

UNIVERSIDAD DE ZARAGOZA
Escuela de Doctorado

2023



**Universidad
Zaragoza**

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Autora:

ARELYS LÓPEZ-CONCEPCIÓN

Directoras:

ANA ISABEL GIL-LACRUZ

MARÍA ISABEL SAZ-GIL

**Universidad de Zaragoza
Departamento de Dirección y Organización de Empresas**

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A mi hija Lizt Mariam Ten López, familia y amigos

A todas las personas e instituciones que hicieron posible de una forma u otra que se llevara a cabo esta investigación.

"Cada logro vale la pena, grande o pequeño, tiene sus etapas y el triunfo; un principio, una lucha y una victoria"

Mahatma Gandhi

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INTRODUCCIÓN GENERAL

INTRODUCCIÓN GENERAL

I. Introducción teórica y motivación

Los Objetivos de Desarrollo Sostenible (ODS), definidos en la agenda 2030, ponen a la luz la necesidad de una acción urgente por parte de los gobiernos, la sociedad civil y de las empresas (Naciones Unidas, 2015). En esta Tesis Doctoral exploramos cómo las empresas pueden ayudar a alcanzar los ODS, promoviendo diferentes procedimientos que influyen en los directivos, responsables de recursos humanos, trabajadores y otros *stakeholders*. La cuestión es compleja ya que se generan interrelaciones entre diferentes elementos de distinto nivel: macro (elementos nacionales), meso (empresas y organizaciones) y micro (actores, trabajadores). Es por ello, que en esta Tesis Doctoral abordamos la cuestión desde múltiples primas con el objetivo de enriquecer y ampliar el ámbito de estudio.

La empresa contemporánea, para lograr sus propios objetivos, debe abogar por la calidad de la relación con sus *stakeholders*, ya que esta representa un factor clave que puede tanto perjudicar como beneficiar la consecución de su éxito. Entre los distintos *stakeholders*, los trabajadores constituyen agentes prioritarios para las organizaciones, porque son quienes más influyen en logro de los objetivos empresariales (Baric, 2017). En definitiva, los trabajadores son agentes determinantes en la implementación de las estrategias empresariales y son quienes perciben, o no, la existencia de las prácticas de Responsabilidad Social Corporativa Interna (RSCI) que las empresas diseñan e implementan (Correa, 2007).

Recientes estudios (Saz-Gil et al., 2020; Plastun et al., 2021; Lee, 2021) muestran la existencia de una estrecha interacción entre la RSCI y la salud física y mental de los trabajadores. Por ello, con esta investigación, nos preguntamos: ¿Se logra mejorar la salud y seguridad de los trabajadores, si disminuyen las deficiencias presentes en la RSCI? Esta cuestión nos conduce directamente a vincular la RSCI con los ODS, en particular con los ODS 3 (Garantizar una vida sana y promover el bienestar para todas y todos en todas las edades), 8 (Promover el crecimiento económico sostenido, inclusivo y sostenible, el

empleo pleno y productivo y el trabajo decente para todas y todos) y 16 (Promover sociedades pacíficas e inclusivas para el desarrollo sostenible, facilitar el acceso a la justicia para todos y crear instituciones eficaces, responsables e inclusivas a todos los niveles).

La anterior pregunta de investigación también nos lleva a relacionar la RSCI con las empresas saludables. Estas empresas tienen como propósito fundamental fomentar al unísono el rendimiento económico y el bienestar de los empleados (Reif et al., 2022). Según la Declaración de Luxemburgo (1997), conceptualmente las empresas saludables logran aunar los esfuerzos de los empresarios, los trabajadores y la sociedad para optimizar la salud y el bienestar en el lugar de trabajo, lo que puede conseguirse: mejorando la organización y las condiciones de trabajo, promoviendo la participación activa y fomentando el desarrollo individual. Así, en el desempeño de las empresas saludables juega un papel fundamental la Promoción de la Salud en el Lugar de Trabajo (PST), basada en la cooperación multisectorial y multidisciplinar y en el compromiso de todos los integrantes de la empresa para el logro de la eficacia. La PST aspira a la consecución del lema "gente sana en organizaciones sanas", mediante las siguientes premisas:

- Todo el personal tiene que estar implicado (**participación**).
- La PST ha de integrarse en todas las decisiones importantes y en todas las áreas de las organizaciones (**integración**).
- Todas las medidas y programas han de orientarse hacia la solución de problemas: análisis de las necesidades, establecimiento de prioridades, planificación, ejecución, control y evaluaciones continuadas (**proyecto de gestión**).
- La PST debe incluir medidas dirigidas al individuo y al ambiente desde varios campos; combinar la estrategia de control del riesgo con la de desarrollo de factores de protección y potenciadores de la salud (**integral**).

Teniendo en cuenta que existe un amplio recorrido conceptual sobre este tema, especialmente en Europa, debido a la existencia de Red Europea para la Promoción de la

Salud en el Lugar de Trabajo (Muñoz Sánchez & Castro Silva, 2010), sería deseable que este tipo de debate se extendiera hacia América Latina.

Investigaciones previas sobre los *stakeholders* y la RSCI (Achahuanco & Fuentes, 2019; Gamarra, 2018) coinciden en el hecho de que las estrategias empresariales no suelen relacionarse lo necesario con los ODS, ni con el término de empresas saludables. Muchas veces, los directivos valoran la inversión en responsabilidad social como costosa, piensan que no genera beneficios directos a la organización y no advierten que el futuro de las empresas depende en gran medida, de que su personal esté bien preparado, motivado y sano (Declaración de Luxemburgo, 1997). Pero, lo cierto es que, de alcanzarse los ODS, se mitigarán los obstáculos de crecimiento y desarrollo empresarial que resultan de las desigualdades, el cambio climático y la injusticia.

La reciente pandemia global del COVID-19 ha representado un importante reto para las empresas. En su gran mayoría, se han tenido que adaptar a las volátiles condiciones generadas por esta crisis en un corto período de tiempo (Kraus et al., 2020). En tal sentido, se ha hecho imprescindible que las organizaciones definan una serie de estrategias que les permitan ajustarse a realidades cambiantes y que le proporcionen una diferenciación sostenible frente al resto de sus competidores (Orviz Martínez et al., 2021). Esta línea de actuación podría estimular el rendimiento empresarial con la implementación de actividades de RSCI en sus modelos de negocio (Lee et al., 2018). De tal manera, la RSCI evolucionaría de un concepto teórico a un papel cada día más relevante en la toma de decisiones empresariales (Morejón & Lorenzo, 2020). Estas decisiones, que no solo demandan cambios de estrategias, sino también de estructuras y de pensamientos, son aplicables en la empresa y se guían por una directriz de crecimiento y continua retroalimentación con el entorno.

Además, como consecuencia del COVID-19, muchas de las acciones para cumplir con los ODS se han visto afectadas, o demoradas con respecto a las fechas previstas. Aún queda un largo camino por recorrer, y urge concitar la voluntad empresarial y política para que se diseñen proyectos concretos y realistas que construyan puentes entre la teoría y la práctica (Gorrochategui et al., 2017).

La presente investigación aborda cuestiones inherentes a la Responsabilidad Social Corporativa (RSC), que se fundamenta en el compromiso con las partes interesadas para el logro de la sostenibilidad empresarial (Tworzydło et al., 2021) y que, además, es influenciada por múltiples factores culturales, estructurales, de valores de la organización y de estilo de gestión (Revuelto-Taboada et al., 2021).

Teniendo en cuenta que la RSC se divide en Responsabilidad Social Corporativa Externa (RSCE) e Interna (RSCI) (AECA, 2016), examinaremos la RSCI como política empresarial de la gestión de los recursos humanos, para el avance hacia el logro de las organizaciones saludables.

En concreto, esta Tesis Doctoral explora diversas estrategias de RSCI enfocadas al logro de organizaciones saludables en Latinoamérica, otorgándole al trabajador la relevancia y el protagonismo que merece, desde una perspectiva de bienestar y seguridad en el lugar de trabajo. Para su desarrollo, el presente documento se ha estructurado en las siguientes tres partes:

1. La primera parte consiste en una introducción general, la cual brinda información actualizada y relevante con el fin de justificar la importancia y contextualizar el tema objeto de estudio. En este apartado se describen las motivaciones iniciales del proyecto de investigación, las cuales pautaron el desarrollo de esta Tesis Doctoral. Además, se presentan brevemente los objetivos, planteamientos teóricos y metodología de cada capítulo.
2. La segunda parte, que fundamenta el núcleo principal de la Tesis Doctoral, está conformada por cuatro capítulos independientes, pero con un nexo en común. En todos ellos se aborda la gestión de los recursos humanos y la RSCI como política estratégica de las organizaciones, que posibilita el avance hacia la mejora de la salud y el bienestar de los trabajadores en Latinoamérica.
3. Como apartado final, se presentan las principales conclusiones generales e inferencias en materia de economía y de gestión de los recursos humanos relevantes para académicos, empresas, trabajadores y el resto de las partes interesadas.

De acuerdo con las estimaciones de la (Organización Internacional del Trabajo [OIT], 2023) cada año en todo el mundo, alrededor de 317 millones de personas son víctimas de accidentes del trabajo o enfermedades profesionales, de las cuales 2 millones acaban falleciendo. Para la región de América Latina la mencionada organización expresa la existencia de desafíos importantes relacionados con salud y seguridad en el lugar de trabajo. Las cifras disponibles indican que se registran 11,1 accidentes mortales por cada 100.000 trabajadores en la industria, 10,7 en la agricultura, y 6,9 en el sector de los servicios. La falta de políticas en prevención de riesgos laborales y/o ausencia de vigilancia y seguimiento de las mismas explica las altas cifras de siniestralidad laboral (Guzmán Suárez et al., 2017). Además del gasto sanitario y coste humano que implican las enfermedades y los accidentes laborales, afectan a la producción y el desempeño económico de las organizaciones.

La OIT establece que la prevención es clave para mejorar la salud y seguridad en el trabajo y ha planteado la importancia de lograr que las estrategias para evitar accidentes y enfermedades laborales sean reforzadas con un diálogo social. Este dialogo social debe involucrar a todos los *stakeholders*, con el fin de que los países latinoamericanos cuenten con un marco normativo adecuado, que integre políticas nacionales y programas de salud y seguridad en el trabajo que respondan a las demandas actuales. Los empresarios, representantes de los trabajadores y responsables políticos de la zona no han promovido, todavía, la creación de una red similar a la europea que oriente y controle este tema en la región (Red europea para la promoción de la salud en el lugar de trabajo [ENWHP], 2023).

Esta Tesis Doctoral se contextualiza en Latinoamérica con el fin de proponer estrategias empresariales en la gestión de recursos humanos que mejoren el bienestar en el lugar de trabajo; teniendo en cuenta que en América Latina existe un menor nivel de reconocimiento de la importancia de esta cuestión cuando se le compara con la Unión Europea.

Atendiendo a esta línea argumental, la presente investigación pretende dilucidar la razón por la que la RSC, en particular desde el ámbito interno, conduce a resultados empresariales y sociales positivos. Por un lado, el aumento de la retención del talento y

la satisfacción de los empleados se incentiva con un mayor compromiso empresarial (Madero Gómez, 2019). Por otro, el talento puede mejorarse, entre otras vías, con una adecuada RSCI, que se traduzca en una dirección estratégica de los recursos humanos (Santellán Pinedo, 2022).

En consecuencia, la RSCI constituye una herramienta estratégica para fomentar la eficacia y la sostenibilidad de las empresas (Long & Lin, 2018).

A lo largo de sus cuatro capítulos principales, la presente Tesis Doctoral abordará cuestiones como:

- ¿Hasta qué punto la RSCI tributa a un mayor cumplimiento de los ODS?
- ¿Cuáles son los factores más importantes en la formación de los valores económicos y laborales de los trabajadores?
- ¿En qué medida el puesto de trabajo afecta a la salud, la satisfacción con la vida y la felicidad de los trabajadores?
- ¿Cómo influye la confianza en las principales instituciones en la percepción que tienen los trabajadores hacia la tecnología y su impacto en su calidad de vida?
- ¿Pueden ofrecer las plataformas digitales sobre contenidos saludables estrategias efectivas de gestión de personas a las empresas?

Objetivo general y específicos

Con datos procedentes de países de Latinoamérica pretendemos demostrar que los avances empresariales derivados de la RSCI constituyen un objetivo real y alcanzable. Con tal fin, nos centramos en América Latina contemplando diferentes niveles de agregación: a nivel micro, las características individuales de sus ciudadanos (socio-económicas, estilos de vida, ...); a nivel macro, las particularidades regionales de los países (sistema de bienestar, indicadores económicos, políticas sociales,...); a nivel meso, la responsabilidad social empresarial. Basado en lo anterior, analizaremos la RSCI en América Latina y su contribución al bienestar de los trabajadores y al logro de las empresas saludables.

Para intentar dar respuesta a las cuestiones planteadas, proponemos como **objetivo general**: Examinar la RSCI como estrategia empresarial de gestión de los Recursos Humanos para el logro de organizaciones saludables.

A su vez, para la consecución del objetivo general, hemos establecido los siguientes **objetivos específicos**:

1. Estudiar la contribución de las empresas a los ODS a través de sus políticas de RSCI.
2. Identificar los determinantes de los valores económicos y laborales de los trabajadores latinoamericanos, además de analizar cómo afecta el trabajo a su salud, satisfacción con la vida y felicidad.
3. Concretar si la confianza en las instituciones y el sentimiento de orgullo nacional condiciona la percepción de que el desarrollo tecnológico mejora la calidad de vida de los trabajadores latinoamericanos.
4. Analizar los determinantes del acceso y uso de los contenidos de promoción de la salud y bienestar laboral de la plataforma digital *Wellwo*¹ en dos empresas mexicanas.

II. Breve síntesis de los capítulos

A continuación, se realiza una síntesis general de cada uno de los capítulos con el fin mostrar la coherencia y facilitar su lectura.

Cada capítulo representa un trabajo de investigación completo e independiente. Para facilitar su lectura disponen de la misma estructura: introducción, marco teórico, marco empírico, resultados, conclusiones y discusión e implicaciones y futuras líneas de investigación.

El **Capítulo 1** identifica las aportaciones académicas más relevantes sobre la orientación que siguen los *stakeholders* (clientes, vendedores, gobiernos, empleados, etcétera)

¹ <https://wellwo.es/>

respecto a la Responsabilidad Social Corporativa (RSC) y su influencia en el logro de empresas saludables y en el cumplimiento de los Objetivos de Desarrollo Sostenible (ODS). La mayoría de las investigaciones identificadas, tanto en *Wos* como en *Scopus*, pertenecen a países europeos, China y Estados Unidos, lo que evidencia la necesidad de investigar qué ocurre en los países en desarrollo, como los del continente latinoamericano. Asimismo, el desarrollo de este capítulo permite afirmar que la falta de políticas en RSC dirigidas a lo social y lo laboral en Latinoamérica apunta a debilidades en la gestión y limitaciones en la integración desde un enfoque de los grupos de interés de la RSC (Ibarnia et al., 2020). En el contexto latinoamericano, el apoyo de los gobiernos en materia de principios y políticas de RSC es fundamental para fortalecer la gestión empresarial en el marco del cumplimiento de los ODS.

El **Capítulo 2** analiza cómo las características sociodemográficas determinan los valores y actitudes laborales (percepción sobre la idoneidad de la competencia y la implicación personal en la actividad laboral) en los trabajadores, distinguiendo entre empleados por cuenta ajena y por cuenta propia, y su efecto en las distintas dimensiones del bienestar (salud, felicidad y satisfacción con la vida). La muestra incluye 5.508 observaciones correspondientes a la *World Value Survey (WVS)* (periodo: 2009-2022) para Brasil, Chile, Colombia, México y Perú. Mediante el software *VoSviewer* se calculó la co-ocurrencia y el mapeo del estado del arte. Las estimaciones econométricas se llevaron a cabo mediante modelos de regresión logística *Logit* y modelos de descomposición *Blinder-Oaxaca* (programa *STATA14*).

En el **Capítulo 3** se recurrió nuevamente a los micro datos de la *WVS* (periodo: 2014-2022), los cuales se combinaron con datos macro del Banco Mundial. Se contemplan los mismos países latinoamericanos del capítulo anterior (Brasil, Chile, Colombia, México y Perú), a los que se incorpora Argentina. La muestra final comprende un total de 16.662 observaciones. El objetivo principal consiste en identificar qué influencia ejerce la confianza institucional en la percepción de los trabajadores sobre cómo el desarrollo tecnológico repercute en sus vidas y en sus expectativas de futuro. Para ello, se calculó la co-ocurrencia de las palabras claves definidas en el estudio y se mapeó el estado del arte

utilizando también el software *VoSviewer*. Las estimaciones econométricas se llevaron a cabo mediante modelos de regresión logística *Logit* (programa *STATA14*).

En el **Capítulo 4**, el marco empírico se ha llevado a cabo con los datos facilitados por la empresa *Wellwo*, con la que se firmó un convenio de colaboración. Esta empresa fomenta la salud y el bienestar laboral de los empleados de sus clientes corporativos. En esta ocasión, nuestro objetivo radica en analizar el acceso y uso por parte de los trabajadores de la plataforma digital *Wellwo*, especializada en contenidos saludables. La muestra incluye 30.593 observaciones correspondientes a beneficiarios del programa de bienestar que diseña *Wellwo* (periodo: 2021-2022) para dos empresas ubicadas en México. Como núcleo sólido y fundamental de la estrategia empírica, se ha estimado la probabilidad de ser un usuario activo (regresión logística *Logit*) y la visualización de las distintas secciones de la plataforma y los puntos de descarga acumulados (regresión lineal Mínimos Cuadrados Ordinarios, MCO) (programa *STATA14*).

III. Introducción de la metodología aplicada

Para la realización de estos cuatro capítulos se han combinado técnicas de naturaleza cuantitativa, tanto en la revisión del estado del arte, como para la modelización empírica.

Una de las ventajas de la revisión sistemática de la literatura de tipo cuantitativa o meta-análisis (PRISMA) es que delimita la secuencia de etapas a seguir para su elaboración (Moher et al., 2009). Este tipo de revisiones se realiza con el objetivo de encontrar, seleccionar, analizar y sistematizar la evidencia presentada por investigaciones recientes sobre la orientación que siguen los *stakeholders* (clientes, proveedores, gobiernos, empleados, etcétera) respecto a la RSC y su influencia en el cumplimiento de los ODS, y por extensión, en la consolidación de las empresas saludables (Declaración de Luxemburgo, 1997).

Para la búsqueda de referencias se han utilizado las bases de datos *Wos* y *Scopus*, por ser los repositorios más importantes de publicación científica en las áreas de ciencias, ciencias sociales y artes y humanidades. Se ha empleado el software *VoSviewer* para procesar los metadatos (resultados de las búsquedas en las bases de datos). *VoSviewer* es una herramienta de software de acceso libre que permite trabajar con redes bibliométricas.

Su principal atractivo es su funcionalidad de minería de textos para examinar y visualizar mediante gráficos de redes la co-ocurrencia de palabras clave.

Los estudios por acoplamiento bibliográfico permitieron en un primer momento conocer el desarrollo de la investigación científica y académica, y posteriormente, analizar las fuentes, las instituciones y los autores de referencia. También hemos realizado análisis de co-ocurrencia para mapear el estado del arte y estudiar los principales temas de investigación tratados hasta la actualidad, en aras de determinar las similitudes y diferencias que existen entre estos.

Para la modelización econométrica del segundo capítulo, se recurrió a datos micro de la *World Value Survey* (periodo:2009-2022) y para el tercero, junto a los datos micro de la *World Value Survey*, se utilizaron datos macro del Banco Mundial (período: 2014-2022). La muestra para el segundo capítulo está compuesta por trabajadores residentes en cinco países de América Latina (Brasil, Chile, México, Colombia y Perú) y para el tercero se incorpora un sexto (Argentina). Finalmente, para el cuarto capítulo se emplearon datos de la empresa *Wellwo* (período: 2021-2022), la cual fomenta la salud y el bienestar laboral de los empleados de sus clientes corporativos mediante una plataforma digital.

La *World Value Survey* (WVS) es elaborada por una red mundial de científicos sociales que estudian los valores de los ciudadanos y su impacto en la vida económica, política, cultural y social. Se ha escogido esta encuesta porque es la única base de datos que abarca toda la gama de variaciones globales, incluyendo desde países muy pobres a países muy ricos. La WVS proporciona una base de datos internacional sobre los valores sociales, políticos, económicos, religiosos y culturales de las personas en el mundo. Tiene un amplio alcance geográfico y temático que nos ha permitido contextualizar la presente investigación en Latinoamérica. La libre disponibilidad de los micro datos ha convertido a la WVS en una de las encuestas transnacionales más autorizadas y utilizadas en las investigaciones de ciencias sociales.

Para la compilación de datos macro recurrimos a las bases de datos del Banco Mundial, en definitiva, es una de las fuentes más importantes de financiamiento y conocimiento para los países en desarrollo. El Banco Mundial (BM) está integrado por Banco

Internacional de Reconstrucción y Fomento (BIRF), la Asociación Internacional de Fomento (AIF), la Corporación Financiera Internacional (IFC), el Organismo Multilateral de Garantía de Inversiones (MIGA) y el Centro Internacional de Arreglo de Diferencias Relativas a Inversiones (CIADI). Sus principales compromisos son reducir la pobreza, aumentar la prosperidad compartida y promover el desarrollo sostenible. El Banco Mundial ofrece libre acceso a sus datos e investigaciones para promover la innovación y aumentar la transparencia en el ámbito del desarrollo, los flujos de asistencia y el financiamiento.

Finalmente, analizamos los datos provenientes de la empresa *Wellwo*. La misión de *Wellwo* es mejorar la salud de los trabajadores de sus clientes corporativos mediante una plataforma digital sobre salud y bienestar laboral. La plataforma digital se ha diseñado en torno a cuatro pilares indispensables para la salud integral: la salud física, la salud emocional, la salud nutricional y la salud medioambiental. *Wellwo* proporciona una solución corporativa, formando parte de las acciones de RSCI, que apoya la gestión de personas. Su fin es conseguir que los trabajadores de sus clientes corporativos estén más sanos, más felices y con un mayor compromiso laboral (mejor clima laboral, reducción del absentismo laboral, mayor productividad y una imagen de la corporación más positiva). La plataforma es un servicio online, disponible en varios idiomas, con las condiciones oportunas para que no existan limitaciones de uso por parte de los empleados beneficiados.

El segundo capítulo se centra en un análisis sobre qué características sociodemográficas determinan los valores laborales (percepción sobre la idoneidad de la competencia y el valor del esfuerzo en el trabajo) y su efecto en las distintas dimensiones del bienestar (salud, felicidad y satisfacción con la vida). Para la modelización recurrimos a los modelos multinivel, pues permiten definir y explorar variaciones en cada nivel de la jerarquía (individuo, país y sistema de bienestar) después de controlar las variables explicativas relevantes. El análisis multinivel nos ayuda a comprender, por ejemplo, los determinantes individuales y nacionales del estado de salud de los trabajadores residentes en Latinoamérica, y si las diferencias nacionales persisten después de controlar por las

variables micro y macro. Esta etapa se completó con un análisis de varianza y el método de descomposición de *Blinder-Oaxaca*.

El método de descomposición de *Blinder-Oaxaca* explica la diferencia en los valores laborales (percepción sobre la idoneidad de la competencia y el valor del esfuerzo en el trabajo) entre dos grupos (los que disfrutan de un buen nivel de bienestar y los que no). El método *Blinder-Oaxaca* descompone la brecha en los valores según grupos: por un lado, en una parte que se explica por las diferencias en las características de los grupos (*Efecto Dotación*) y, por otro lado, en una parte que se debe a las diferencias de los grupos en su eficiencia (*Efecto Coeficiente*). El *Efecto Dotación* nos informa si las características de los individuos que disfrutan de un buen nivel de bienestar son determinantes importantes de la brecha de grupo en la formación de los valores económicos y laborales de los trabajadores. El *Efecto Coeficiente* nos informa si las diferencias en los valores económicos y laborales de los trabajadores son debidas a diferencias no observadas como el esfuerzo, las habilidades o el compromiso, entre otros aspectos. Repetimos las estimaciones con tres medidas de bienestar (salud, felicidad y satisfacción vital) para los trabajadores, según trabajan por cuenta ajena o por cuenta propia.

El tercer capítulo, que analiza el efecto e influencia que ejerce la confianza en las instituciones (grandes empresas, bancos y gobierno) sobre la percepción que el desarrollo tecnológico tiene en la satisfacción vital de los trabajadores, prestó especial atención a las variables género, cohorte generacional, estado civil, educación, tipo de vinculación laboral y orientación política. Los datos micro de la WVS se cruzaron con datos macro del Banco Mundial, como el Producto Interior Bruto (PIB), en concreto el Producto Interior Bruto per cápita en dólares estadounidenses a precios constantes de 2010 (PIBpc), el Índice de Desigualdad (*GINI*) y el Gasto Nacional Bruto en I+D+i como porcentaje del Producto Interior Bruto (*URED*).

Latinoamérica se caracteriza por aumentos continuos de la desigualdad debido al decrecimiento de los ingresos de los hogares (Cord et al., 2017), a una inadecuada distribución de la riqueza regional (Lipps & Schraff, 2021) y a la ralentización del crecimiento del PIB (Adsera & Menendez, 2011; Neubert & Van Der Krogt, 2019; Torres-Samuel et al., 2020)

Como primera aproximación econométrica, ejecutamos los modelos de regresión multinomial, que se utilizan cuando la variable dependiente tiene más de dos categorías. Esto nos permite obtener estimaciones de la probabilidad de un suceso e identificar los factores de riesgo que determinan estas probabilidades, así como la influencia o peso relativo que éstos tienen sobre las mismas. Este modelo analiza cómo el comportamiento de una serie de variables explicativas define las probabilidades de ocurrencia de unos sucesos objeto de estudio (Gómez, 2011).

En el cuarto capítulo se aborda un caso de estudio sobre una organización que oferta contenido saludable mediante una plataforma digital para sus clientes corporativos. Se sigue una metodología cuantitativa de análisis centrada en el acceso y uso de los contenidos digitales saludables como estrategia de recursos humanos y de RSC para el logro de empresas saludables y los ODS. Con tal fin, se utilizaron las observaciones de los trabajadores de dos clientes corporativos, radicados en México, de la plataforma digital de la empresa *Wellwo*, fundada en el 2019 y que se dedica a fomentar la salud y el bienestar laboral de los empleados de sus clientes corporativos.

Como estrategia empírica principal, se ha estimado la probabilidad de ser un usuario activo (regresión logística *Logit*) y la visualización de las distintas secciones de la plataforma (regresión lineal Mínimos Cuadrados Ordinarios, MCO). Teniendo en cuenta el amplio rango de edad de los trabajadores se ha reformulado esta variable demográfica en cohortes generacionales.

IV. Público objetivo de la Tesis

Como consecuencia de la complejidad de la investigación y de los diferentes argumentos que abarca cada uno de los cuatro capítulos, esta Tesis Doctoral se dirige a un amplio y variado espectro de públicos objetivos: otros investigadores, decisores públicos, empresas, directivos y responsables de departamentos de recursos humanos y ciudadanos latinoamericanos. Todos ellos, *stakeholders* relevantes en el ámbito de la gestión y organización de empresas.

A. Otros investigadores

La RSCI se ha convertido en una tendencia empresarial de obligada aplicación (Botero Pérez & Franco Acosta, 2016). Debido al reconocimiento por parte de los científicos sobre la necesaria orientación organizacional hacia el bienestar de los trabajadores (Pérez et al., 2018) y de la relación estrecha con el empoderamiento psicológico del empleado (Gigol, 2020; Khusanova et al., 2019). Se plantea que la confianza que generan las políticas de RSCI proyectan un efecto positivo sobre la satisfacción laboral de los trabajadores (Clipa et al., 2019).

De ahí, comenzamos el trabajo con la revisión del estado del arte sobre el avance hacia las organizaciones saludables bajo el prisma de la comunidad de investigadores especializados en RSC. Según la literatura científica, la RSCI se basa principalmente en el compromiso de los directivos y demás trabajadores para lograr empresas saludables (Adib et al., 2020; Ibarria et al., 2020). Esta Tesis Doctoral pone a la luz la necesidad inminente de más estudios en este campo de investigación, que promuevan relaciones laborales sostenibles y saludables en las organizaciones a partir de la implementación de la RSCI (Jenny et al., 2020), lo que propiciaría que los empleados realicen su trabajo sin dañar su salud (Luu, 2021).

Esta investigación ha identificado lagunas que indican debilidades en la gestión de personas y limitaciones en su integración desde un enfoque de los *stakeholders* de la RSC (capítulo 1). Se propone una agenda de investigación y se ofrece una visión integral para la generación de valores económicos en los trabajadores latinoamericanos (capítulo 2). Aporta nueva evidencia empírica al campo de investigación actual sobre la influencia del desarrollo tecnológico en cuestiones relacionadas con el bienestar y calidad de vida en América Latina (capítulo 3). Finalmente, se identifica que la RSCI influye positivamente sobre la salud y la seguridad en el trabajo (Kholaf et al., 2022), revelándose como una herramienta para mejorar el bienestar laboral (capítulo 4).

B. Decisores públicos en América Latina

El segundo grupo objetivo de atención son los decisores públicos, pues son los que administran y dirigen los países, regiones, ciudades y comunidades.

Teniendo en cuenta que en América Latina se han comenzado recientemente a desarrollar políticas de RSCI dirigidas a lo social (Ibarnia et al., 2020), el apoyo de los gobiernos en materia de principios y políticas es fundamental para fortalecer la gestión empresarial en el marco del cumplimiento de los ODS y en el camino hacia organizaciones saludables. En concreto, la agenda 2030 constituye un motor y guía para que los decisores de los países de América Latina avancen en la dirección del logro de los ODS.

C. Empresarios o responsables de departamentos de recursos humanos

Por una parte, debido al origen multidisciplinario de la RSCI (Santos & Gómez, 2016; Correa, 2007), las empresas que mantienen conversaciones estratégicas con las diferentes partes interesadas tienen mejores opciones de experimentar menores fisuras en las percepciones de su misión y valores y, por tanto, de lograr legitimidad (Miles et al., 2006). Por otra parte, las empresas son conscientes de su contribución a la creación de una sociedad mejor (Fernández, 2015) y de su responsabilidad con el medio ambiente, los trabajadores y los múltiples grupos de interés (Andreu Pinillos et al., 2020). Sin embargo, informes de las Naciones Unidas (2015 & 2018) muestran grandes desafíos y desigualdades entre países, siendo las empresas corresponsables de esas realidades (Perales, 2014).

Por tanto, en el contexto actual, la RSCI es una condición necesaria para el logro de la sostenibilidad empresarial, al mismo tiempo que conduce a una situación equilibrada, en la que todos deberían ganar (Bian et al., 2021). La Agenda 2030 y los ODS (Naciones Unidas, 2015) representan un nuevo escenario de acción para las empresas y brindan una oportunidad para abordar desafíos sistémicos (Fernández, 2015). Con esta Tesis Doctoral proporcionamos información útil para un mejor entendimiento de la RSCI y que esta información se pueda utilizar en el diseño de equipos de trabajos diversos y eficientes. En definitiva, este estudio puede ayudar a las empresas latinoamericanas porque propone alternativas empresariales enfocadas a mejorar la salud y seguridad en el trabajo, que surgen a partir de la implementación de la RSCI.

Esta Tesis Doctoral pone en evidencia la necesidad de establecer una red similar a la europea en América Latina, que promueva la salud y seguridad en los lugares de trabajo. Pretendemos llegar a los empresarios y gestores de personas debido a que son quienes se

encargan de gestionar políticas de salud y seguridad a partir de estrategias de Recursos humanos, como por ejemplo la RSCI encaminadas al logro del bienestar laboral.

La gestión socialmente responsable de los empleados puede mejorar el comportamiento organizacional (Shao et al., 2019), ya que existe una relación positiva entre los empleados socialmente responsables y el sentido del trabajo, que les permite realizar sus tareas sin perjuicio para su salud (López-Fernández et al., 2018; Luu, 2021). Los factores externos, como por ejemplo la crisis económica provocada por el COVID-19, son condicionantes de estrés que pueden empeorar las condiciones laborales. Por lo tanto, no se puede ignorar sus implicaciones en la evaluación del riesgo psicosocial en tiempos económicos y sociales turbulentos (Giorgi et al., 2020).

El valor subjetivo de las estrategias de RSCI percibido por el empleado influye positivamente, tanto en su satisfacción laboral, como en su disposición a utilizar la negociación para superar posibles problemas y mantener la relación laboral a largo plazo (Clipa et al., 2019). Al contrario, la precariedad laboral se relaciona negativamente con la salud y la satisfacción laboral (Giunchi et al., 2019).

Por lo tanto, la RSCI percibida de una organización puede desarrollar un sentimiento de confianza entre los empleados y, a su vez, contribuir a la construcción de la reputación corporativa (Yadav et al., 2018).

D. Ciudadanos latinoamericanos

Esta Tesis Doctoral también pretende llegar a los ciudadanos latinoamericanos. En primer lugar identificamos que el bienestar social laboral parece ser un fenómeno ligado al contexto, que incluye componentes de bienestar hedónico a corto plazo y eudaimónico a largo plazo (Colenberg et al., 2021). En segundo lugar, el bienestar social está muy relacionado con la percepción laboral de los empleados y genera múltiples resultados beneficiosos, como la satisfacción laboral, el compromiso y la mejora de la salud física y mental de los empleados (Daniels et al., 2017 & Erdogan & Bauer, 2021). Es por ello que los individuos desempeñan un papel fundamental en la realización del trabajo y en los procesos de bienestar y el rendimiento (Pujol-Cols & Dabos, 2021; Yadav et al., 2020).

Debido a la relación existente entre los factores sociodemográficos de los empleados en su satisfacción vital (Serin & Aydinoglu, 2013; Bazan-Monasterio et al., 2021; Dziurka et al., 2021), se entiende la necesidad de invertir un mayor esfuerzo en comprender cómo estos determinantes pueden influir en la actitud de los empleados hacia el trabajo (Grobelna, 2016).

V. Conclusión de la introducción general

Los cuatro capítulos de esta Tesis Doctoral se centran en el estudio de las variables relacionadas con la Responsabilidad Social Corporativa Interna (RSCI). Esto responde a las lagunas de conocimiento en el estado del arte halladas en la revisión de la literatura científica llevada a cabo al principio de esta investigación. Desde un enfoque de las partes interesadas, este trabajo aborda y propone soluciones a cuestiones inherentes a las debilidades identificadas en la gestión de personas y a las limitaciones de la RSCI. Se hace especial énfasis en la mejora de la calidad de vida de los trabajadores latinoamericanos a partir de la utilización de políticas y estrategias de gestión de los recursos humanos, específicamente de salud y seguridad en el trabajo.

La literatura científica estudiada muestra que el compromiso empresarial con la RSCI influye positivamente en el nivel de desempeño sostenible de las empresas (Mallah & Jaaron, 2021). El papel de los empleados es vital a la hora de afrontar los nuevos retos a los que se enfrentan las empresas y de llevar a cabo iniciativas en el marco de la sostenibilidad empresarial (Revuelta-Taboada et al. 2021). Igual de importante es el papel mediador del compromiso de los empleados, que especialmente se evidencia en los sistemas de trabajo de alto desempeño. Fomentar el nivel de compromiso entre los trabajadores permite a la organización retener y satisfacer a sus empleados, además de mejorar sus indicadores de sostenibilidad (Alafeshat & Tanova, 2019).

Los líderes que abogan por la RSCI y no se resisten a los cambios, pueden lograr que los trabajadores aporten lo mejor de sí mismos, pues estimulan su motivación intrínseca y empoderamiento psicológico (Khusanova et al., 2019). Por el contrario, el liderazgo improvisado incide negativamente en el compromiso laboral y el bienestar de los

subordinados, al inducir a los empleados a tener un comportamiento pro-organizacional poco ético (Gigol, 2020).

En correspondencia con los ya citados ODS 3, 8, 16 y 12 (Naciones Unidas, 2015) y en un contexto complejo actual, la RSCI representa un instrumento clave en la orientación organizacional hacia el bienestar de los empleados, promocionando, por ejemplo, las condiciones del trabajo y reduciendo la temporalidad del empleo (Pérez et al., 2018).

Las condiciones de trabajo no deseadas son problemáticas para la salud, el bienestar y la productividad de los empleados. En general, son los propios empleados quienes denuncian que las condiciones de trabajo precarias conducen a una mala salud (Crizzle et al., 2018), por lo que el diseño responsable del puesto de trabajo, la buena comunicación y la formación de equipos eficientes se interpretan como el primer paso para construir la Responsabilidad Social Corporativa Externa (Sánchez-Hernández et al., 2020).

Con esta Tesis Doctoral demostramos que el bienestar de los trabajadores condiciona la formación de los valores laborales. Las distintas dimensiones del bienestar (salud, felicidad y satisfacción con la vida) impactan de manera distinta en la formación de valores económicos, según se sea, trabajador por cuenta ajena o propia.

También logramos demostrar que el nivel de confianza alto en las grandes empresas influye de manera positiva en la percepción sobre cómo el desarrollo tecnológico impacta en la vida de los trabajadores latinoamericanos.

Encontramos evidencia empírica de que las mujeres y los trabajadores de la generación Babyboomer visualizan más programas y noticias de contenido saludable que los hombres y trabajadores de generaciones más jóvenes, constituyendo estos últimos el punto de mira para el diseño y desarrollo de nuevas estrategias encaminadas al logro de empresas saludables.

Finalmente, esta investigación revela la RSCI como una herramienta para mejorar las condiciones de salud y bienestar laboral. Por ejemplo, se demuestra como el *digital coach* puede ayudar a proteger al trabajador.

Todas estas contribuciones las hemos realizado mediante una revisión bibliográfica de tipo meta-análisis o estudio bibliométrico y tres estudios empíricos. Esta Tesis Doctoral, al enmarcarse dentro de un Programa de Economía y Gestión de las Organizaciones, presta especial atención a la inclusión, por parte de las empresas, de estrategias de RSCI en su planificación y gestión integral de los recursos humanos. Se han utilizado y desarrollado metodologías de investigación habituales en el campo de la dirección de empresas, específicamente de la gestión del capital humano y de la RSCI, que corresponden a las líneas de investigación de recursos humanos y de tercer sector del programa de Doctorado en Economía y Gestión de las Organizaciones de la Universidad de Zaragoza.

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CHAPTER 1.

**STAKEHOLDER ENGAGEMENT, CSR DEVELOPMENT
AND SDGS COMPLIANCE: A SYSTEMATIC REVIEW
FROM 2015 TO 2021.**

Chapter 1. Stakeholder engagement, CSR development and SDGs compliance: a systematic review from 2015 to 2021.

Abstract

The conceptualization of the stakeholders of the companies for the fulfillment of the objectives of sustainable development is controversial, even more so, if it is approached from the perspective of corporate social responsibility and from the psychology of the employees and their behavior. The existing literature and knowledge on the relationship among the stakeholder approach, corporate social responsibility and the achievement of the SDGs remains unstructured and fragmented. The objective of the manuscript is to identify and systematize scientific research on the stakeholder approach with respect to corporate social responsibility, in order to achieve business sustainability, in response to sustainable development goals and from the perspective of the well-being of workers. Our main contribution to the literature review is to focus on all these issues together, and not in isolation. A systematic literature search is conducted following Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA). The approaches, issues and methodologies that predominate in the academic field in the last five years (2015-2021) were analyzed. Based on this review, we define a research agenda that synthesizes key trends and promising lines of research for further advancement of theoretical and empirical knowledge on the relationship among stakeholders, corporate social responsibility, and human resource management.

Keywords

Stakeholders, corporate social responsibility, Sustainable Development Goals.

1.1 Introduction

COVID-19 has represented a significant challenge for companies, which, for the most part, have had to adapt due to the changing conditions generated by the pandemic in a short period of time (Kraus et al., 2020). It is essential that companies define strategies that allow them to adapt to changing realities and that provide them with sustainable differentiation from other competitors (Orviz Martínez et al., 2021; Ullah et al., 2021).

The success of companies depends on the implementation of corporate social responsibility (CSR) activities in their business models, which guarantee better financial performance (Khediri, 2021; & Lee et al., 2018). CSR plays a fundamental role, which has evolved and encompassed an increasingly broader panorama (Morejón & Lorenzo, 2020), it requires not only changes in strategies, but also changes in structures and thoughts applied in the company and guided by a growth guideline and continuous feedback with the environment.

The contemporary company, to achieve the objectives in a general way, must advocate for the quality of the relationship with its stakeholders, since this represents a key factor that harms, or benefits, the success of the company (Baric, 2017). Workers are the most relevant stakeholders of the company, therefore, special attention must be paid, since they are determining agents in the implementation of the strategy and it is they who perceive, or not, the existence of CSR practices that companies design and their impact (Correa, 2007). The study by Saz-Gil et al., (2020) shows the existence of a close interaction between the internal social responsibility of the company and the learning capacities of the workers. So we ask ourselves: Is it possible to improve the health of workers and a healthy and committed behavior on their part, if the deficiencies or weaknesses given in CSR decrease? This question leads us directly to link CSR with the Sustainable Development Goals (SDGs), in particular with SDGs 3, 8 and 16.

However, previous research on stakeholders and corporate social responsibility (Achahuanco & Fuentes, 2019; Gamarra, 2018), coincide in the fact that business strategies are not usually related to the SDGs as necessary. Therefore, it is worth asking: To what extent does corporate social responsibility contribute to a greater fulfillment of the sustainable development objectives?

Taking into account that, as a consequence of COVID-19, many of the actions to comply with the SDGs have been affected or have not been developed on the scheduled dates, it is interesting to deepen into the matter.

There is still a long way to go, and it is urgent to arouse political will and develop concrete and realistic projects that build bridges between theory and practice (Gorrochategui et al., 2017).

Our proposal carries out a review of the literature on the relationship between the stakeholder approach, corporate social responsibility and the achievement of sustainable development goals from the workers' perspective. To do this, we face a double perspective: (i) on the one hand, how the existence of the stakeholder approach in the company allows it to orient itself to a commitment to corporate social responsibility and progress in achieving the SDGs (ii) on the other hand, how in this context and from the perspective of the workers the progress of the company towards sustainability is increased. The conceptualization of the stakeholders of the companies for the fulfillment of the objectives of sustainable development is controversial, even more so, if it is approached from the perspective of corporate social responsibility and from the psychology of the employees and their behavior. The existing literature and knowledge on the relationship among the stakeholder approach, corporate social responsibility and the achievement of the SDGs remains unstructured and fragmented. The objective of the manuscript is to identify and systematize scientific research on the stakeholder approach with respect to corporate social responsibility, in order to achieve business sustainability, in response to sustainable development goals and from the perspective of the well-being of workers. Our main contribution to the literature review is to focus on all these issues together, and not in isolation. We add new evidence to a current field of research on the stakeholder approach, corporate social responsibility and sustainability from the perspective of worker well-being. Finally, our study offers future lines of research on how they are developing and how they could be improved.

1.2 Theoretical Framework

Stakeholder and CSR approach to achieve the SDGs

Clarkson (1995) identifies the stakeholder, in a generic way, as the person or group that has claims, properties, rights or interests in the organization and in its past, present or future activities. According to Donaldson & Preston (1995), the stakeholder's theory can be formulated through four hypotheses on which it is based — descriptive, instrumental or strategic, normative and managerial — and which constitute the characteristic features of the theory. The Theory of Stakeholders (Freeman, 1984), considers that organizations are composed of a set of participants, which he calls interest groups (stakeholders), and among which usually include: shareholders, workers, funders, suppliers, clients, administration, and society in general. From this perspective, the company appears as the result of the interrelation of all these groups over time (diachronic process). Various authors have established stakeholder classification criteria considering their relevance in the organization (Freeman, 1984; Mitchell, et al., 1997). However, it is necessary to adopt a contingent vision when identifying and involving the various stakeholders in each organization (Rodríguez, 2006).

For companies to meet their obligations under the ethics of responsibility, stakeholders must receive relevant, timely and understandable information about their activities through corporate reports (Clayton et al., 2015). Most companies recognize legal obligations to employees, customers, suppliers, managers, and government. The latter should remain involved in business dynamics in terms of CSR (Popkova et al., 2021) and favor its institutionalization in all companies. Studies confirm divergences between companies, some do not establish any plan to involve interested parties (Salvini et al., 2018), small companies engage more with interested parties compared to medium-sized companies (Ocampo López et al., 2016).

The social responsibility of the company is based on the commitment with the interested parties for the achievement of corporate sustainability (Tworzydło et al., 2021). Cultural and structural factors, the values of the organization, management style, empowerment and teamwork should be considered together, when adopting a CSR strategy, especially if it is aimed at developing innovative behavior (Revuelta-Taboada et al., 2021).

Corporate social responsibility (CSR) has become a business trend of necessary application (Botero Pérez & Franco Acosta, 2016). CSR presents many nuances that are being incorporated into the state of the art, it analyzes the social actions of the private sector as complementary interventions to the state's work (Correa, 2007). Companies are aware of their contribution to the creation of a better society (Fernández, 2015) and of their responsibility towards the environment, employees and multiple stakeholders (Andreu Pinillos et al., 2020).

Due to the multidisciplinary origin of CSR (Santos & Medero Gómez, 2016; Correa, 2007), companies that have strategic conversations between different interested parties, have great possibilities of experiencing fewer gaps in the perceptions of their mission and values (Miles et al., 2006).

However, there is a serious risk that stakeholder actions erode CSR over time and therefore sustainability (Strand et al., 2015). Ultimately, the sustainability of management approaches such as CSR, depend on its position in society (Steurer et al., 2005), if a coherent relationship between the company and its stakeholders is achieved, it would have a positive impact on the value of the company (Ifada et al., 2021).

However, multiple United Nations reports (UN, 2015; 2018; 2019) show great challenges and inequalities between countries (Sanahuja, 2015) and make companies responsible. In this context, CSR is a necessary condition for the achievement of business sustainability, at the same time that it leads to a balanced situation, in which everyone wins (Bian et al., 2021). The 2030 Agenda and the SDGs (UN, 2015) represent a new scenario of action for companies (Sanahuja, 2015), they provide an opportunity to address systemic challenges (Fernández, 2015).

Well-being of workers and healthy organizations

In correspondence with SDG 3, 8, 16, 12 (UN, 2015) and in a complex context, due to the characteristics of work and the transitory nature of contemporary employment, researchers on the psychology of sustainability and sustainable development, point out the importance of CSR in the organizational orientation towards the well-being of employees (Pérez et al., 2018).

CSR responds to the demand for practices that affect employee health and productivity at work (Jenny et al., 2020). Unwanted working conditions are problematic for the health, well-being and productivity of employees. In general, it is the employees themselves who report undesirable working conditions, which lead to poor health (Crizzle et al., 2018). Responsible job design, good communication and team building have positive and significant effects and are interpreted as the essence of internal social responsibility and the first step to build external social responsibility (Sánchez-Hernández et al., 2020). It is observed that socially responsible management in employees can improve organizational behavior (Shao et al., 2019). As there is a positive relationship between socially responsible employees and the sense of work, which allows them to perform their tasks without harm to health (López-Fernández et al., 2018; Luu, 2021).

External factors must be taken into account, for example, the economic crisis caused by COVID -19, is a stress factor that can worsen working conditions. Thus, the implications in the evaluation of psychosocial risk in turbulent times should not be ignored (Giorgi et al., 2020).

The health of workers and the performance of the organization are effective means to meet the needs of the company and improve the well-being of workers (Harvey, 2019). From the perspective of occupational health that considers contextual factors as risk factors for occupational stress (economic uncertainty, robotization, unemployment, etc.), the mediating effects of organizational orientation on the well-being of employees should be examined (Giorgi et al., 2020).

The subjective value of CSR strategies perceived by the employee in the performance of their daily work has a positive influence on both their job satisfaction and their willingness to use negotiation to overcome possible problems and maintain the long-term employment relationship (Clipa et al., 2019). While job insecurity is negatively related to health and job satisfaction (Giunchi et al., 2019). The perceived CSR of an organization can develop a sense of trust among employees and, in turn, lead to the construction of corporate reputation (Yadav et al., 2018). Prosperity at work is a psychological state in which employees experience a sense of vitality (Abid et al., 2018). Since, although the literature has explored the positive effects of socially responsible management of

employees, potential dark sides have been largely ignored, as expressed in (Shao et al., 2019).

Scientific literature shows that corporate commitment to CSR positively influences the level of sustainable performance of companies (Mallah & Jaaron, 2021). The role of employees is potentially vital when it comes to addressing the new challenges that companies face and carrying out initiatives within the framework of corporate sustainability (Revuelta-Taboada et al., 2021). The mediating role of employee engagement is evidenced in high-performance work systems, which allow the organization to retain and satisfy its employees, in addition to positively influencing sustainability indicators (Alafeshat & Tanova, 2019). Leaders who advocate for CSR, and do not resist changes, are able to get the best out of their followers, by increasing intrinsic motivation, psychological empowerment (Khusanova et al., 2019). On the contrary, the improvised leadership of the administrative has a negative impact on the work commitment and the well-being of the subordinates, by inducing the employees to have a pro-organization, unethical behavior (Gigol, 2020).

1.3 Materials and methods

The research constitutes a systematic review of the literature of a quantitative type or meta-analysis (PRISMA) (Moher et al., 2009). The year 2015 has been considered as starting point for the meta-analysis as the Sustainable Development Goals (SDGs) were approved in September 2015 (United Nations, 2015). The sequence of stages to follow for the elaboration of the investigation is collected in a 4-phase flow diagram. This systematic review is carried out with the objective of finding, selecting, analyzing and systematizing the evidence presented by a series of recent investigations on the orientation followed by stakeholders (clients, vendors, governments, employees, etc.) regarding social responsibility of the companies (CSR) and its influence in the achievement of healthy companies and in the fulfillment of the SDGs. To carry out the search, the *Wos* and *Scopus* databases were used, as they are one of the most important repositories of scientific publication in the areas of sciences, social sciences, and arts and humanities. The VOSviewer software is used to process the results of the searches in the *Scopus* and *Wos* databases. *VOSviewer is an open access software tool for working with*

bibliometric networks. The main advantage is its text mining functionality to examine and visualize keyword co-occurrence networks using graphics. A study by bibliographic coupling is carried out that allows to know the development of scientific and academic research by analyzing the sources, institutions and authors of reference. It is proposed to carry out a co-occurrence analysis to map the state of the art and study the main research topics studied to date, in order to determine similarities and differences that exist between them.

Given the complexity of the research, five components are included in the search strategy: (1) stakeholders, (2) corporate social responsibility, (3) sustainability, (4) Sustainable Development Goals, and (5) healthy organizations. The terms related to these components were combined in the two databases. Table 1.1. shows the search strategy by database.

(See Table 1.1.)

After removing duplicates, three inclusion criteria were considered: 1) date of publication: from 2015 to date; 2) type of publication: review articles; 3) articles on company stakeholders and / or corporate social responsibility and / or the SDGs and / or healthy employment or job well-being. Three exclusion criteria are also taken into account, thus eliminating studies that met at least one of them: (1) articles written in a non-English language; (2) studies in abstract form, book or book chapters, editorials, opinion pieces.

1.4 Results

In the search carried out in the Wos and Scopus databases, 278 potentially relevant articles were identified, published from 2015 to date. Specifically, 152 studies were found on the Web of Science and 126 on Scopus. Three of the studies were eliminated because they were duplicates. The first analysis was carried out on 275 and 181 of them were excluded, once the exclusion criteria had been analyzed. 94 articles were selected to assess their eligibility. 77 of the 94 were excluded, because they were articles that did not constitute an analysis of the literature. These steps left 17 studies to be finally analyzed. This process is illustrated in Figure 1.1.

(See Figure 1.1.)

After a review of the titles and abstracts using explicit criteria, the total remained at 17. Table 1.2. shows the main characteristics of these articles.

(See Table 1.2.)

Table 1.3. shows the analysis of the documents obtained from the search, specifically the number of publications per year in the last 7 years (from 2015 to 2021) in the *Wos* and *Scopus* databases. It is observed that in *Scopus* the highest number of publications took place in 2020, with 28% of the total publications, while in *Wos* it occurred in 2018 with 20%.

(See Table 1.3.)

Regarding the analysis by countries, 49 countries have been found that have published works on the research topic in the *Wos* and 51 countries that have done so in *Scopus*, of which 10 countries, at least, have made 5 publications in the *Wos* and 16 countries in *Scopus*. In the *Wos*, the USA stands out, with 24 publications, followed by China with 22 and Spain with 20, while in *Scopus* the following countries stand out: United Kingdom with 28 publications and Germany and United States with 15 respectively.

(See Table 1.4.)

In relation to the journals that have disseminated the subject the most, in the case of *Wos*, 109 journals have been found, of which only 5 have made at least 5 publications. Among the 3 magazines that have published the most on the subject are Corporate Social Responsibility and Environmental Management, Social Responsibility Journal and Journal of Cleaner Production, with a total of 34 publications among the three. In the case of *Scopus*, 89 magazines have been found that have published on the subject, of which only 4 have made at least 4 publications. In this case, Sustainability Switzerland, the Journal of Cleaner Production, and the Journal of Critical Reviews stand out with 31 publications among the three.

(See Table 1.5.)

Regarding productivity by authors, Table 1.6. shows the 10 most productive authors. In the *Wos*, 359 authors were identified, of which only 2 have at least 3 publications, Garcia-Sanchez being the author with the highest number of publications (5). In the case of *Scopus* out of a total of 160 authors, only Camilleri has at least 3 publications.

(See Table 1.6.)

As for the co-occurrence analysis, this shows us the consistency of the relationship of the main research topics, in the identified investigations, from the searches carried out in the *Wos* and *Scopus* databases. 16 and 20 keywords were identified in the scientific literature in the databases used, which were related to our research topic, in which the occurrence was measured, in terms of the number of times of appearance in the results of the searches carried out and the total strength of the link, specifically, taking into account the importance of these words, in each of the researchers studied.

(See Table 1.7.)

In order to analyze the consistency of the main research topics, a co-occurrence analysis was carried out with metadata from *Wos* and *Scopus*. Graph 2 represents the co-occurrence maps by densities, taking into account that the density of the mass allows observing the relationship between the different terms, while the color indicates their relevance, with yellow being the most relevant and blue the least relevant. It is observed how the most prominent topics appear in the center and are close to each other: stakeholder, corporate social responsibility, and sustainability for *Scopus*, and corporate social responsibility, sustainability and performance for *Wos*. Besides, there are other themes very close to these, which are widely used in research on this topic. In the case of *Scopus*: economics and social effects, supply chain management, sustainable development, decision-making, stakeholder engagement, conceptual framework, humans, corporate governance and sustainability reporting. In the *Wos*: sustainability, financial performance, impact, performance, stakeholder's engagement, disclosure, reputation, governance, stakeholder theory, strategies, industry, engagement, firm performance, stakeholders, corporate social responsibility, sustainability development and business.

(See Figure 1.2.)

In Graph 3, the clusters of the different study topics are visualized for *Wos* and *Scopus* respectively. Each graph represents the co-occurrence map by labels, taking into account that the size of the circle will be larger, the greater the number of citations a term has. The colors identify the different thematic groups. For the *Wos* the main cluster can be seen in the central area, in red, addressing those studies on identification of models, strategies and framework about corporate social responsibility. The second cluster, colored green, shows studies on sustainability strategies and financial performance. The light blue clusters reflect the impact of stakeholder's management, corporate reputation and social media, for corporate social responsibility. Finally, the yellow tones reflect the relationship between governance, firm, owner ship and performance. In graph 3, the main cluster appears again in the central area, but in yellow, and addresses the research on stakeholders and sustainability, relating them to supply chain management. The second cluster, in red, displays research related to corporate social responsibility and sustainability reporting. The third cluster, in green, shows the relationship of sustainable development with decision-making, with the economy and social effects and the stakeholder. Finally, in the fourth cluster, light blue, the investigations that address the conceptual farmework and humans are shown.

(See Figure 1.3.)

Future lines of research

Based on the bibliographic review carried out, a research agenda is proposed and a comprehensive vision of the relationship between the different concepts that lead to business sustainability is offered.

The ethical choices of companies are influenced by individual values, internal control systems and external institutions. Companies often resort to legitimation strategies to report negative incidents (Rudkin et al., 2019). In addition, a weak regulatory environment, combined with profitability losses, increases the willingness to unethical organizational behavior (Ullah et al., 2019). In particular, multinationals from emerging

economies, such as those in Latin America, should reconsider their CSR policies and practices in line with those of companies from developed countries (Akhtar et al., 2020).

Reasons for regional differences

As our previous review has shown, there are clear regional differences in studies on company sustainability. In particular, the Latin American area is deficient in studies that address business sustainability (Crane & Glozer, 2016; Lizarzaburu & Del Brio, 2016; Sierra-García et al., 2014; Ocampo López et al., 2016; Ullah & Sun, 2021) What can condition the achievement of the SDGs established in the 2030 agenda (UN, 2015), as indicated by Han & Lee (2021).

Existence of a stakeholder map in organizations

The review carried out shows that some of the companies do not have plans that involve the interested parties to achieve their objectives. Therefore, it is ignored that CSR is based on the commitment of stakeholders to achieve business sustainability (Adib et al., 2020; Ibarnia et al., 2020). However, it is essential that companies identify their stakeholders and their relevance (Mitchell et al., 1997) in order to meet their expectations. It is necessary to deepen, through qualitative research, the existence of stakeholder maps identified by companies.

Organizational orientation towards employee well-being

It was possible to verify the recognition by scientists of the necessary organizational orientation towards the well-being of employees (Pérez et al., 2018). Being shown that CSR is significantly related to the psychological empowerment of the employee. (Gigol, 2020; Khusanova et al., 2019). Due to the positive effect between the trust generated by corporate CSR policies on the job satisfaction of workers (Clipa et al., 2019). Must promote sustainable labor relations in organizations (Jenny et al., 2020). Therefore, we confirm that CSR in companies is a potential health initiative, which can reduce stress in employees and achieve greater motivation and commitment. So we urge organizations to take the risk of offering more meaningful and less stressful work that would allow employees to perform their tasks without harm to their health (López-Fernández et al., 2018) (Luu, 2021).

Being necessary to investigate the strategies of labor well-being of the organizations, focused on improving the health and quality of life of the employees.

Empirical application

Next step would be applying empirically this theoretical framework with a dataset. Databases, such as Bloomberg, Datastream, Thomson One and Compustat, provide researchers information about: advertising expenditures, patents, brand values, number of consumer controversies directly linked to companies' products or services, eco-design products and healthy human resources, among others. While the quantitative side of the community has predominantly relied on cross-sectional surveys, panel databases would potentially overcome challenges faced by researchers such as endogeneity. If endogeneity is not corrected, the results can lead to misleading conclusions due to false correlations among key variables of interest (Ullah & Zaefarian, 2020). Panel data allows to introduce lagged values of the dependent variables in order to control dynamic endogeneity (Ullah et al., 2018).

1.5 Conclusions

For the development of the meta-analysis, 278 articles published between 2015 and 2021 were analyzed. Specifically, in 2020, literary production on the subject represented 27% of *Wos* and 35% of *Scopus*. In that year, the highest number of publications on the research topic was reached so far, which highlights the growing interest on the part of researchers on the subject.

Most of the investigations, both from *Wos* and *Scopus*, belong to European countries, China and the USA, showing that the greatest weaknesses or cracks in science are found in developing countries, such as those of the Latin American continent. Geographical area where efforts should be increased in this regard.

When analyzing the main magazines with the highest number of articles, in both databases, they focus on management and sustainability, which highlights the importance of the research topic for organizations, which should keep it very present in their strategies for research business in the medium and long term.

When conducting the co-occurrence analysis to identify the main research topics, it is observed that the investigations in both the *Wos* and *Scopus* cases are strongly interrelated, which answers the research questions of this manuscript.

In short, gaps have been found that indicate weaknesses in management, and limitations in integration from a stakeholder approach to CSR, since it has only just begun to develop CSR policies aimed at the social (Ibarnia et al., 2020). Therefore, the support of governments in terms of CSR principles and policies is essential to strengthen business management within the framework of compliance with the SDGs.

In this line of argument, the manuscript helps to elucidate the reason why CSR leads to positive results. We can affirm that the increase in talent retention and employee satisfaction is due to greater employee engagement. Engagement can be improved, among other channels, with the implementation of adequate CSR by company leaders. Consequently, the effectiveness and sustainability of companies revolves around CSR.

The main limitation of this work is related to the fact that, although two of the most important repositories of scientific publication have been used in the areas of sciences, social sciences and arts and humanities, *Wos* and *Scopus*, there are publications on the research topic, which are not found in them. In future works, the results could be taken into account by combining the data with those collected in other databases such as Google scholar.

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1.7 Annex 1

Table 1.1. Search strategy by database

Web of Science (n=152)

TI= (no binary OR Corporate Stakeholders OR Stakeholders) AND TI= (Corporate Social Responsibility OR healthy business)

Time frame: 2015-2021. ***Index:*** SCI-EXPANDED, SSCI, A&HCI, CPCI-S, CPCI-SSH, BKCI-S, BKCI-SSH, ESCI, CCR-EXPANDED, IC.

SCOPUS (n= 126)

TITLE-ABS-KEY("no binary" OR "Corporate Stakeholders" Or "Stakeholders") AND ("Corporate Social Responsibility" Or "Healthy Business") AND (limit- to (pubyear, 2021) or limit-to (pubyear ,2020) or limit-to (pubyear, 2019) or limit-to (pubyear, 2018) or limit-to (2017) or limit-to (pubyear, 2016) or limit-to (pubyear, 2015)) and (limit-to (oa,"all")) and (limit-to (doctype,"re"))

Source: Authors' elaboration.

Table 1.2. Characteristics of the studies included in the meta-analysis.

STUDY	TOPIC	METHODOLOGY
Crane & Glozer, 2016 (Akisik & Gal, 2017) (Baric, 2017)	Identify the purpose of CSR communication (internal / external actors). The impact of customers and employees on financial results is obtained It is shown that the concept of CSR has moved from the phase of "unnecessary dependency" to the phase of critical business model.	Systematic review Empirical examination Systematic analysis
(Mella & Gazzola, 2018)	Model to understand the behavior of multinational companies in the field of CSR and sustainable development.	Critical review of the bibliography and critical analysis of the information
(Roman Pais Seles et al., 2018) (Ellerup Nielsen & Thomsen, 2018) (Maon et al., 2019)	They argue that CSR is positively related to financial performance in periods of economic crisis. They inquire about interested parties based on value creation through CSR rhetoric, models and concepts. An integrating framework is proposed for CSR activities in interested parties, internal (employees) and external (clients)	Integrative bibliographic review Collection of literature and content analysis literature review
(Stahl et al., 2020)	It is argued that human resource management can contribute to corporate CSR efforts, but has not been done so far.	A multi-stakeholder and multi-dimensional approach to human resource management
(Sari et al., 2020)	Corporate social responsibility implies that, in the normal course of business, an organization is working in a way that improves society.	Conceptualization
(Ortega-Rodríguez et al., 2020) (Ibarnia et al., 2020)	To achieve sustainable development and social sustainability, both peace and the governance of CSR institutions are needed. It shows how CSR policies have barely begun to be developed in certain places, and those who commit to their application, mostly opt for spontaneous actions directed in the short term.	Systematic review of the literature Literature analysis
(Rodríguez-Fernández et al., 2020)	They demonstrate the importance of the Stakeholders theory to achieve good financial results in the company, which is considered the key to maintaining social responsibility policies over time. It also highlights the interest that CSR is awakening from researchers.	Bibliometric analysis
(Collinge, 2020)	They achieve a more sophisticated understanding of stakeholder engagement: the shifts between stakeholder engagement and the company define the relationships between the parties in terms of CSR.	Análisis profundo de la literatura
(Maestre-Matos Et Al., 2020)	It is observed how the generation of positive impacts on stakeholders influences the application of shared values in companies, which are closely related to CSR.	Bibliometric analysis
(Adib et al., 2020)	He argues that the adoption of stakeholder theory is a key objective to reframe, organize and guide the debate on the consequences of CSR on business performance.	CSR model
(Sadovska et al., 2020)	It reveals that there are few companies, which have strategies for long-term activities, such as collaboration with external stakeholders. This highlights the complexity of creating sustainable business value.	Systematic bibliographic review
(Gomez-Carrasco et al., 2020)	They argue that studies of CSR events, reported by companies and interested parties on social media, confirm the results of "side-by-side" conversations and the absence of similarities on CSR issues.	Content analysis

Source: Authors' elaboration.

Tabla 1.3. Publicaciones por año en la Wos y Scopus (2015 -2021)

Publication Years	WOS		SCOPUS	
	Records	% of 152	Records	% of 126
2021	1	0.66	3	2,38
2020	27	17.76	35	27,78
2019	21	13.82	17	13,49
2018	30	19.74	28	22,22
2017	22	14.47	20	15,87
2016	28	18.42	17	13,49
2015	23	15.13	6	4,76

Source: Authors' elaboration.

Table 1.4. Top ten countries by productivity in Wos and Scopus

WOS			Scopus		
Countries/Regions	Records	% of 152	Countries/Regions	Records	% of 126
1 USA	24	15.79	Nited Kingdom	28	22,22
2 China	22	14.47	Germany	15	11,95
3 Spain	20	13.16	United States	15	11,95
4 Australia	16	10.53	Spain	11	8,70
5 England	12	7.89	Canada	7	5,56
6 Italy	11	7.24	China	7	5,56
7 Germany	7	4.60	Italy	7	5,56
8 South Africa	6	3.95	Portugal	7	5,56
9 Netherlands	5	3.29	Australia	6	4,72
10 Portugal	5	3.29	Finland	6	4,72

Source: Authors' elaboration

Table 1.5. Top ten of the most productive magazines in Wos and Scopus

Wos		Records	% of 152
1	Corporate Social Responsibility and Environmental Management	21	13.82
2	Social Responsibility Journal	7	4.60
3	Journal of Cleaner Production	6	3.95
4	Sustainability	6	3.95
5	Business Strategy and the Environment	5	3.29
6	Journal of Business Ethics	4	2.63
7	Advances in Strategic Management a Research Annual	3	1.97
8	Euromed Journal of Business	3	1.97
9	Sustainability Stakeholder Governance and Corporate Social Responsibility	3	1.97
10	Accounting Auditing Accountability Journal	2	1.32
Scopus		Records	% of 126
1	Sustainability Switzerland	21	16,67
2	Journal Of Cleaner Production	6	4,76
3	Journal Of Critical Reviews	4	3,17
4	Problems And Perspectives In Management	4	3,17
5	Business Ethics Quarterly	2	1,59
6	Business Research	2	1,59
7	Business Systems Research	2	1,59
8	Cogent Business And Management	2	1,59
9	Corporate Social Responsibility And Environmental Management	2	1,59
10	Current Opinion In Environmental Sustainability	2	1,59

Source: Authors' elaboration.

Table 1.6. Productivity by authors

Wos				Scopus			
Authors		Records	% of 152	Authors		Records	% of 126
1	Garcia-Sanchez Im	5	3.289	Camilleri, M.A.	3	2,381	5
2	Rashid A	3	1.974	Awuah-Offei, K.	2	1,587	3
3	Akpan W	2	1.316	Du Toit, E.	2	1,587	2
4	Alam M	2	1.316	Que, S.	2	1,587	2
5	Amor-Esteban V	2	1.316	Wang, L.	2	1,587	2
6	Ansong A	2	1.316	Yang, W.	2	1,587	2
7	Boesso G	2	1.316	Abdurrahman, A.P.	1	0,794	2
8	Galindo-Villardón Mp	2	1.316	Aduda, J.	1	0,794	2
9	Hecimovic A	2	1.316	Agostini, M.R.	1	0,794	2
10	Hossain Mm	2	1.316	Ahearn, A.	1	0,794	2

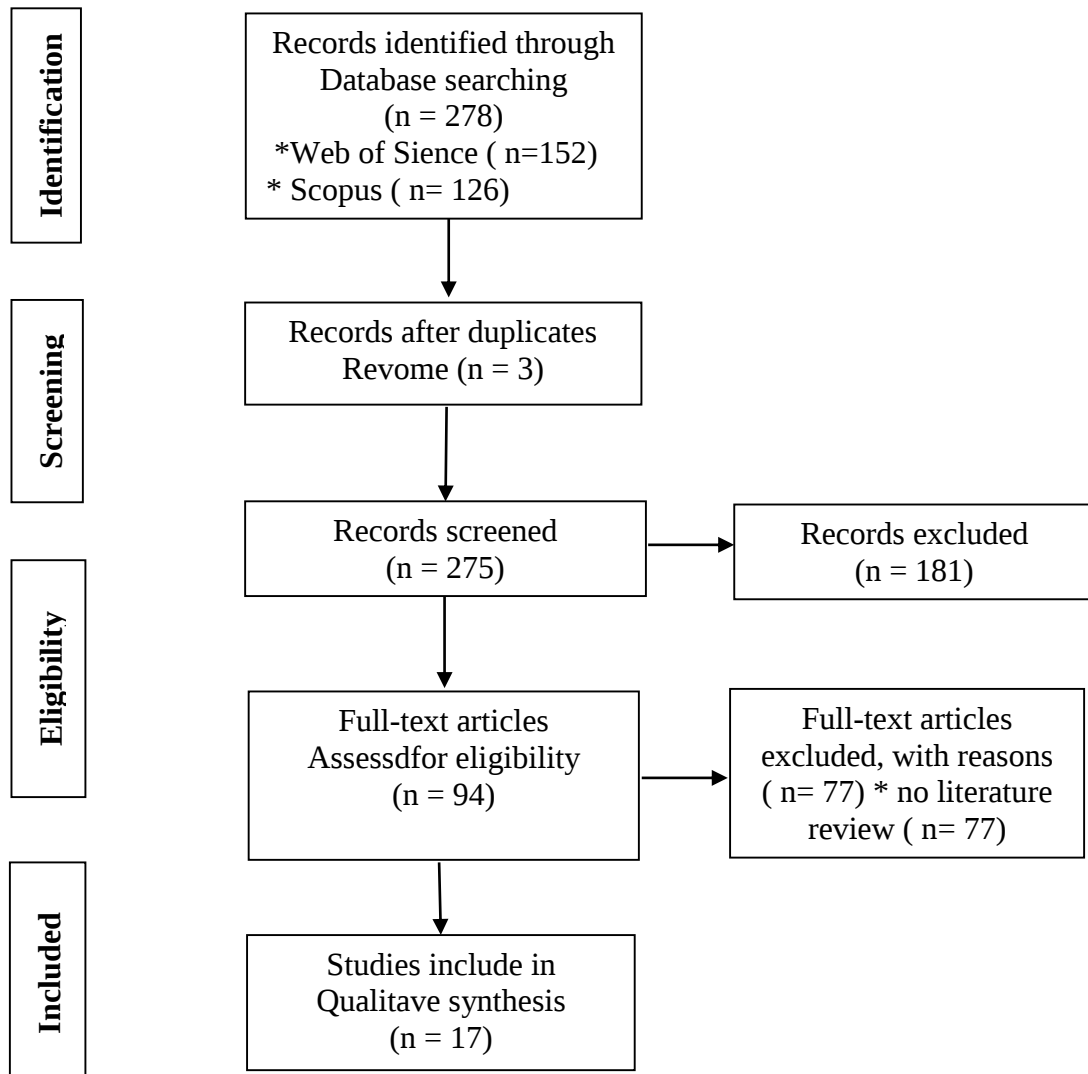
Source: Authors' elaboration.

Table 1.7. Co-occurrence analysis

Keyword	Occurrences	Total link strength
Scopus		
1 sustainability	35	70
2 satakeholder	27	63
3 sustainable development	16	64
4 human	10	26
5 corporate social responsability		
6 conceptual farmework	7	20
7 satakeholder engagement	7	18
8 supply chain management	6	15
9 decision making	6	14
10 human	6	14
11 economic and social effects	5	10
12 stakeholders	10	9
13 corporate gobernance	10	6
14 sustainability reporting	5	5
15 csr	6	1
Wos		
1 corporate social responsability	57	241
2 crs	47	217
3 management	23	120
4 sustainability	24	111
5 financial performance	21	107
6 impact	22	100
7 performance	20	98
8 stakeholders engagement	17	83
9 disclosure	13	72
10 reputation	13	72
11 gobernance	13	65
12 stakeholder theory	14	63
13 strategies	12	58
14 industry	10	52
15 engagement	8	49
16 firm performance	9	47
17 stakeholders	13	47
18 corporate social responsability(csr)	10	45
19 sustainable development	8	45
20 business	11	44

Source: Authors' elaboration by using Wosviewer.

Figure 1.1. Flow Diagram

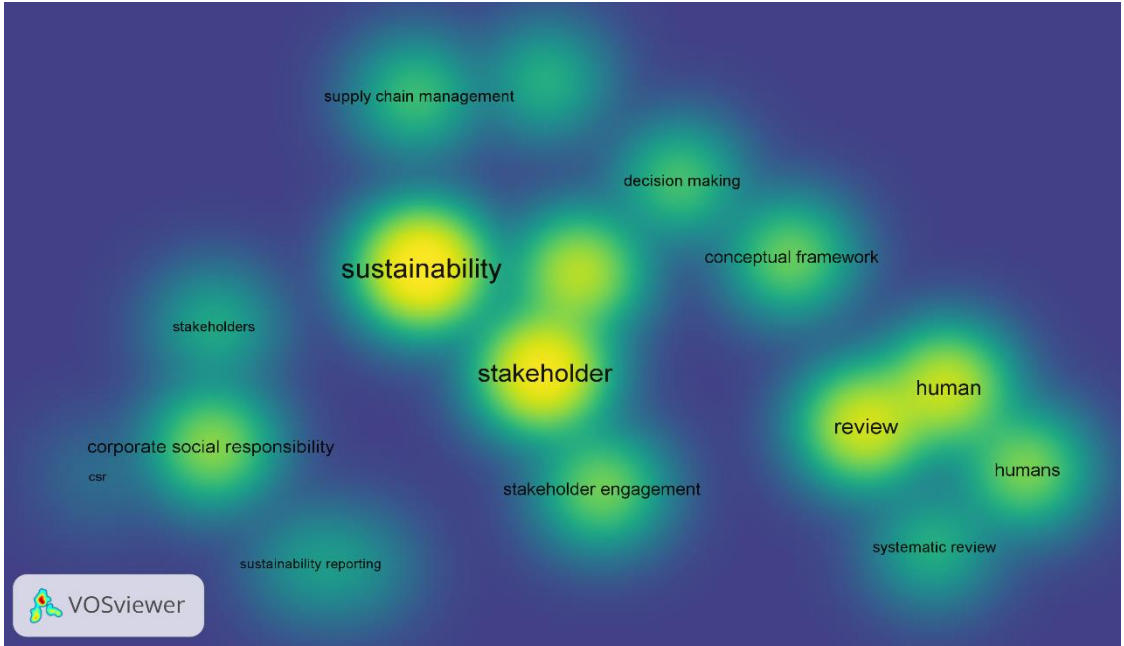


Source: Authors' elaboration

Figure 1.2. Co-occurrence analysis. Density visualization
WOS

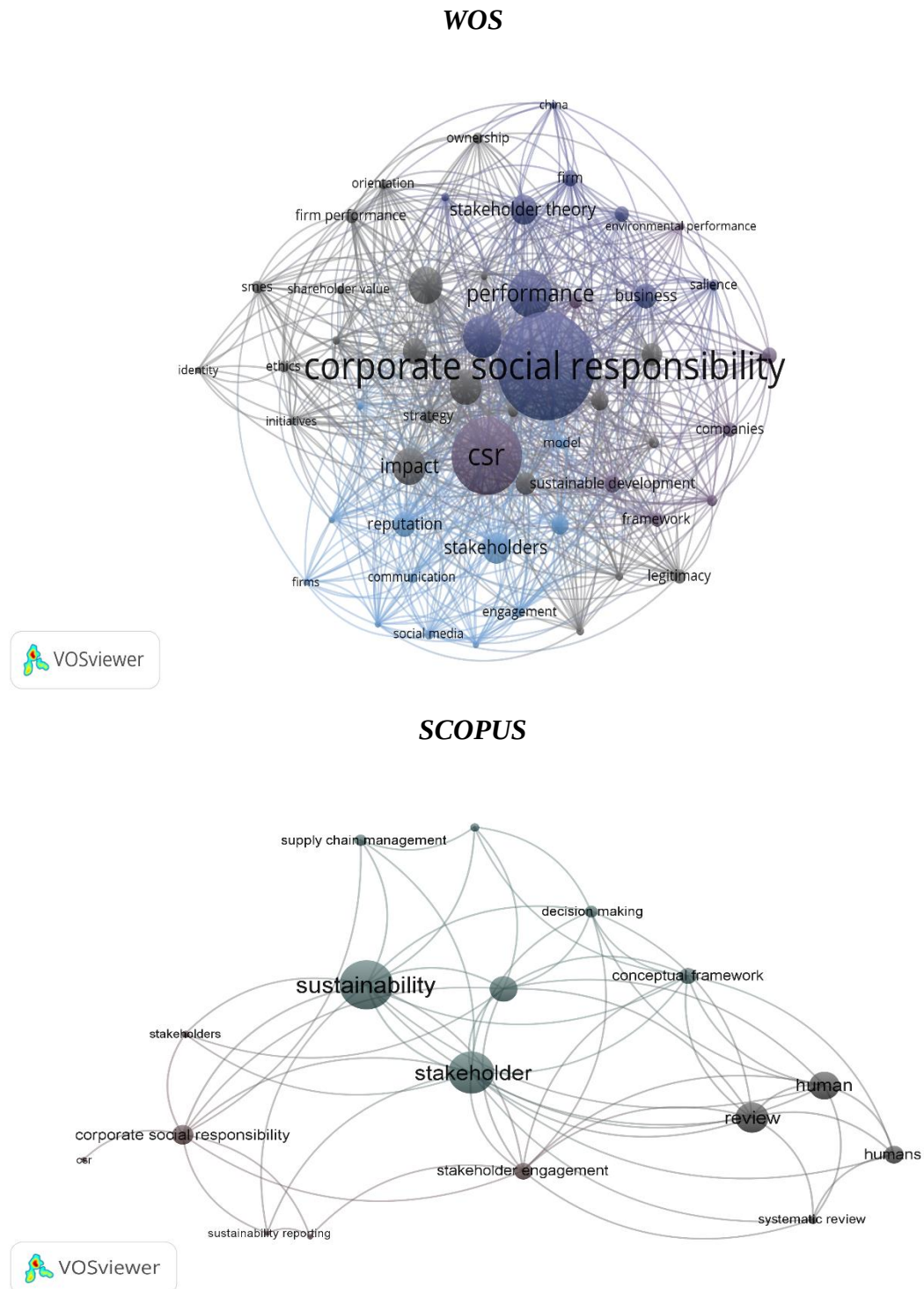


SCOPUS



Source: Authors' elaboration by using Wosviewer.

Figure 1.3. Co-occurrence analysis. Network visualization (5 minimum of occurrence)



Source: Authors' elaboration by using Wosviewer.

CHAPTER 2.

**WHAT ARE THE FACTORS THAT MOST INFLUENCE
THE FORMATION OF WORKERS' LABOUR VALUES IN
ORDER TO ACHIEVE SUSTAINABLE DEVELOPMENT
IN LATIN AMERICA?**

Chapter 2. What are the factors that most influence the formation of workers' labour values in order to achieve sustainable development in Latin America?

Abstract

This article examines to what extent sociodemographic characteristics, the level of well-being and macro variables influence the generation of the labor values. To that end, micro data has been drawn from the World Values Survey (WVS). The sample is made up of a total of 5508 workers observations, covering five Latin American countries: Brazil, Chile, Colombia, Mexico and Peru in the period between 2009 and 2022. Following this argumentation line, the main goal of this research is to analyze which factors matter the most in the forming of workers' labor values, paying special attention to their well-being. The main two contributions are: first to demonstrate that there are no previous studies that combine elements of workers' labor values and their well-being, and second to carry out an empirical study that identifies the determinants of workers' labor values in Latin American. Using the Vosviewer software we calculate the co-occurrence and map the state of the art. Through the Logit model we carry out the empirical estimates of the labor values (*Positive Competence* and *Positive Work*) related to well-being (*Health, Happiness and Life Satisfaction*), and through the Blinder-Oaxaca decomposition method we analyze why workers with high well-being report better labor values than the rest of the workers. Regarding the perception of competition, the influence of well-being is greater in the self-employed than in the employees. It was detected that the perception of happiness is the dimension of well-being for which a greater inequality is generated in the formation of labor values. Therefore, we conclude that workers' happiness is a key factor in improving their labor attitudes.

Keywords

Well-being, Labor Values, Employee, Self-Employed, sustainable development, Latin America

2.1 Introduction

The recent COVID-19 pandemic has accelerated digitization trends, while increasing the importance of employee resilience and well-being in adapting to widespread workplace and technology disruption (Trenerry et al., 2021). Globalized markets, together with increasingly unstable and changing economic environments, impose on companies the need to adopt strategies that, in addition to giving them competitive advantages, promote their sustainability (Khediri, 2021).

Therefore, it is essential that companies are able to retain talent and keep their workers motivated. Work commitment facilitates the involvement of employees, both with their work and with the corporate objectives and values. Work commitment can be improved through the implementation of adequate Human Resources management by corporate leaders (López-Concepción et al., 2021). In fact, the Strategic Management of Human Resources has become a powerful tool to enhance the company's human and social capital.

This situation that has caused the well-being of workers to be today one of the most desired challenges within companies, due to its involvement in good performance, and because of its extension to the business results. The perception of labor well-being is a complex issue, due to the different edges and interpretations it may have. Workers' perceptions change during workplace transformation (Brumley, 2018 & Corner et al., 2021), depending on their sociodemographic characteristics (Karpudewan, 2021) and work capacity (Dionisio et al., 2019).

Following this argumentation line, the main goal of this research is to analyze which factors matter the most in the forming of workers' labor values, paying special attention to their well-being. The main two contributions are: first to demonstrate that there are no previous studies that combine elements of workers' labor values and their well-being, and second to carry out an empirical study that identifies the determinants of workers' labor values in Latin American.

2.2 Theoretical framework

Literature review

The literature review corresponds to a systematic search. Special attention has been paid to theoretical issues related to the well-being of workers and their labor values, differentiating between employees and the self-employed.

Sociodemographic determinants of labor values.

In business terms, the ability to recognize the changing attitudes of consumers towards a certain product or service constitutes the prerequisite for effective business management (Kral et al., 2020 & Kotler et al., 2019), even in preventive strategies of nutritional intervention in the workplace (Gibson et al., 2018). Consequently, the sociodemographic characteristics of employees are related to their attitudes and in turn to business economic performance (Athirah et al., 2020; Karafyllia & Zucchella, 2017; Zhang et al., 2020). Individual characteristics play a fundamental role in the work process, affecting employees' perceptions of emotional norms, the emotion regulation strategies they use, and the effects of regulation processes on emotional manifestation, well-being and performance (Pujol-Cols & Dabos, 2021).

In fact, work capacity depends on sociodemographic characteristics (Dionisio et al., 2019). Ultimately, the sociodemographic characteristics of employees shape their responses to multiple situations at work (Nesmeianova, 2018; Ozolina-Ozola & Gaile-Sarkane, 2017; Pujol-Cols & Dabos, 2021).

The most recent literature review relates not only individual sociodemographic characteristics, but also the contextual background with workers' labor attitudes (Abdu & Hajure, 2020; Afridi et al., 2021; Amari & Anis, 2021; Ashri et al., 2021; Donmez et al., 2021; Fierloos et al., 2021; Gil-Lacruz et al., 2017, Karpudewan, 2021; Kayali et al., 2018; Muhas et al., 2020; Schliemann et al., 2019; Shukla & Srivastava, 2016; Van den Toren et al., 2021; Walsh et al., 2012; Wlodarska et al., 2021). In fact, in communities where a good labor environment is common, their workers enjoy greater well-being (Hadgraft et al., 2018; Chernykh, 2021; Jiang et al., 2019).

In this sense, both the consideration and inclusion of sociodemographic factors related to workers is crucial for the design of economic and labor policies (Saigal et al., 2021).

Macro determinants of labor values.

The relationship between macro variables and the evolution of finances and the economic development of companies has a growing interest in the review of the literature (Ahmed et al., 2017; Aygunes, 2017; Bodhanwala et al., 2020; Dadhich, 2017; Clements, 2020; Chaouk et al., 2020; Falaye et al., 2020; Leite et al., McCarter et al., 2020; 2020; Mukhtar et al., 2018; Vouldis & Louzis, 2018; Zulghani et al., 2020). Following this argumentation line, further attention must be paid to the asymmetric impact of macro variables on VUCA environments (Amendola et al., 2019; Bodhanwala et al., 2020; Clements, 2020; Dadhich, 2017; Saha & Dumbaugh, 2021; Xu et al., 2020).

Although these articles constitute very interesting studies on macro variables, they do not directly investigate the relationship of macro variables on the forming of labor values. Therefore, with this research we cover a gap in the state of the art.

Labor well-being

The concept of work well-being includes multiple aspects such as the different dimensions of well-being, personality traits, emotional skills, work motivation and working conditions, among others (Pujol-Cols & Dabos, 2021).

In the first place, labor social well-being appears to be a context-related phenomenon, which includes components of hedonic well-being in the short term and eudemonic well-being in the long term (Colenberg et al., 2021). This social well-being is closely related to the worker job perception, causing multiple beneficial results, such as job satisfaction, job commitment and improvement of employees' physical and mental health (Daniels et al., 2017; Erdogan & Bauer, 2021; Lonnqvist et al., 2021). Individuals themselves play a fundamental role in the emotional work process, affecting their perceptions of corporate norms and values, their regulation strategies and, consequently, their job performance (Pujol-Cols & Dabos, 2021; Yadav et al., 2020).

Individual characteristics (such as age and education), working conditions (such as professional status, wage and shifts) and macro factors (such as welfare state) determine conjoint workers' wellbeing (Bazan-Monasterio et al., 2021; De Vroome & Hooghe, 2014; Dziurka et al., 2021; Kunissen, 2019; Serin & Aydinoglu, 2013; van Dongen et al., 2019). Nevertheless, a greater research effort must be invested in understanding the possible factors that can influence attitudes towards work and labor well-being (Grobelsna, 2016).

Hypothesis

We add new evidence to a current field of research on the generation of labor values, paying special attention to workers' well-being of workers. To respond to our main goal, we have defined the following hypotheses:

H 1: Sociodemographic characteristics determine labor values of the workers.

H 1 a: The influence of sociodemographic characteristics on the formation of labor values is different for employees and self-employed.

H 2: The macro variables determine labor values of the workers.

H 2 a: The influence of macro variables in the formation of labor values is different for employees and self-employed.

H 3: The well-being of workers conditions the formation of labor values.

H 3 a: The different dimensions of well-being (health, happiness and satisfaction with life) impact differently on the formation of labor values.

H 3 b: The dimensions of well-being affect employees and self-employed in different ways in the formation of labor values.

2.3 Method

Database

The World Values Survey (WVS) provides an international database on the social, political, economic, religious and cultural values of people in the world. The wide geographic and thematic scope, the free availability of micro data has made the WVS one of the most authoritative and used transnational surveys in the social sciences.

Procedure

Mapping the Literature

To carry out the search, the Web of Science (Wos) database was used, as it is one of the most important repositories of scientific publication in the areas of science and social sciences. The VOSviewer software is used to process the search results. VOSviewer is an open access software tool for working with bibliometric networks. Its main advantage is the text mining functionality to examine and visualize keyword co-occurrence networks using graphics. The study by bibliographic coupling allows us to know the development of scientific and academic research by analyzing the sources, institutions and up-to-date reference authors. A co-occurrence analysis is carried out to map the state of the art and study the main investigations carried out to date, in order to determine the relationship that exists between them.

(See Figure 2.1. and Table 2.1.)

Application of the WVS in research

From the World Values Survey (WVS, 2009/2022), a total of 5508 observations of workers have been selected, grouped by employees and self-employed. The sample includes workers between 36 and 55 years old residing in Latin American countries (Brazil, Chile, Mexico, Colombia and Peru). We have only taken into account workers, distinguishing whether they are employed (*Employee*) and entrepreneurs (*Self-employed*).

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Two variables or indicators of well-being were taken into account as dependent variables: *CompetitionPositive* (feeling that economic competition is good for the economic development of a country), and *WorkPositive* (feeling that work is positive for individual advancement and progress). In addition to being able to describe the number and characteristics of the workers in the survey, it is possible to infer the determinants of economic values. The variable *CompetitionPositive* answers the question Is competition good or bad? And the variable *WorkPositive* answers the question Is work good or bad? The responses follow a Likert scale ranging from 1 to 10, where it is given a value of 1 if you completely agree that it is good; 10 means that you fully agree with harmful. In order for the meaning to be coherent with the rest of the variables, the coding is inverted, such that 1 happens to mean that there is complete agreement that competition is harmful; 10 that competition is good for the country.

Regarding the variables well-being (state of the person, whose physical and mental conditions provide a feeling of satisfaction and tranquility), *Health* (state of complete physical, mental and social well-being and in harmony with the environment, and not only the absence of diseases or illnesses), *LifeSatisfaction* (represents the cognitive dimension of well-being that results from a balance between expectations and achievements). *Happiness* (state of mind of the person who feels fully satisfied to enjoy what he wants or to enjoy something good).

The variable *Happy* answers the question: Would you say it is Very happy, Rather happy, Not very happy and Not at all happy. The responses follow a Likert scale, ranging from 1 to 4, where 1 is given if you fully agree that it is Very happy, 2 means that you fully agree that it is Rather happy, 3 that you fully agree that Not very happy and 4 that you fully agree that Not at all happy. On the other hand, *Health*, answers the question: How would you describe your state of health? Would you say it is: Very Good, Good, Fair, Poor and Don't know. For Good health. The responses follow a Likert scale, ranging from 1 to 5. It is given a value of 1 if you fully agree that your health is Very Good, 2 means that you fully agree that your health is Good, 3 if you agree. Completely agree that your health is Fair, 4 if you fully agree that your health is Poor and 5 if you don't know. Finally, *LifeSatisfaction* responds to: How satisfied are you with your life? Using this card where

1 means you are "completely dissatisfied" and 10 means you are "completely satisfied". The Health and Happy variables take Values of 1 and 2 and are reconverted to 1 and the rest means 0. *LifeSatisfaction* takes the values 7, 8, 9 and 10 is reconverted to 1, also the remainder 0, thus being recoded the variables.

As a first econometric approximation, we carried out the following linear regression models to estimate economic and labor values of people of working (*CompetitionPositive* and *WorkPositive*):

$$CompetitionPositive_{1i} = \beta_{10} + \beta_1 X_{1i} + \varepsilon_{1i} \quad (1)$$

$$WorkPositive_{2i} = \beta_{20} + \beta_2 X_{2i} + \varepsilon_{2i} \quad (2)$$

X_i is the set of explanatory variables. This set includes two types of variables: micro data (age, gender, educational level, economic status, country of residence, year of interview) and macro data (GDPpc GINI and National feeling of losing job). Micro and macro data are merged by country of residence and year of interview. β is the vector of estimated coefficients and ε is the error term.

The data are reported in terms of elasticities (whose percentage explains the variation of the dependent variable in the event of changes in the explanatory variable of 1%), so that the estimated parameters inform the meaning and intentionality of the explanatory variables.

When trying to explain workers' economic and labour values based on their wellbeing, we face a conundrum: To what extent are workers' wellbeing the ultimate determinant? are these values mediated by other unknown determinants like workers' effort or capacity? Therefore, we carried out the decomposition method of Blinder-Oaxaca in order to understand what explains the difference in the means of dependent variables (*CompetitionPositive* and *WorkPositive*) between two groups (those who enjoy a good level of wellbeing). The Blinder-Oaxaca method decomposes the gap on results, on one hand, into a part that is due to differences in groups' characteristics (Endowment Effect), on the other hand, into a part that is due to groups' differences in their efficiency (Coefficients Effect). The Endowment Effect informs that characteristics of individuals

who enjoy a good level of wellbeing are important determinants of the group gap, whereas Coefficient Effect informs about the differences in workers' economic and labour values due to unobserved differences such as effort, skills or engagement, among others. We repeat estimations by three measures of wellbeing (*Health*, *Happy* and *LifeSatisfaction*) for people *Working* and for people who are *Employees* and *Self-Employed*.

2.4 Results and Discussion

Results on the bibliographic review and mapping of the state of the art

The systematic review evidences that there is no previous research that combine together elements of workers' labor values and their well-being.

Descriptive results of the WVS

In general terms, competition as an engine of economic development in a country is better valued than working hard is positive for progress in life. Both economic perceptions are slightly better valued among the self-employed (7.3 for *CompetitionPositive* and 6.8 for *WorkPositive*) than among employed workers (7.2 for *CompetitionPositive* and 6.6 for *WorkPositive*).

Among the well-being variables, health is the worst valued, such that only 70% of those surveyed consider that they are in good health. By type of job, 73% of the employees surveyed believe that they are in good health, while only 62% of the self-employed support this statement. 87% of workers generally believe that they are happy, such that it is the best-reported measure of well-being. Again, the employees are the happiest (89%), compared to the self-employed (82%). 77% of the workers surveyed consider themselves satisfied with their life, observing on this occasion, a higher percentage for the employees versus the self-employed (79% and 73% respectively). Therefore, we conclude that the valuation of good health, happiness and high satisfaction with life of employees is slightly higher than 5% compared to self-employed in Latin America.

Regarding the sociodemographic variables, 58% of the workers are between 36 and 45 years old and the remaining 42% between 46 and 55 years old. In the elderly group there is a higher percentage of self-employed workers (45% Vs 41%). More than half of the

workers surveyed (52%) earn medium income, 39% low income, and only 9% declare high income.

(See Table 2.2.)

When analyzing the macro variables by countries and by waves respectively, we affirm that GDPpc generally increases from the first wave to the third, specifically in Chile, Mexico, Colombia and Peru, which represents an increase in the purchasing power of workers of these countries. However, in Argentina and Brazil there is a slight decrease in this value. Taking into account the GINI, inequality is reduced in the countries considered in the study, with Peru and Colombia being the most favored. The fear of losing a job is greater in the self-employed than in employed workers in Argentina and Colombia, while in the rest of the countries, the self-employed feel slightly more secure.

(See Table 2.3.)

Results of the WVS estimates

In this section we describe the main determinants of economic values (*PositiveCompetition* and *PositiveWork*) and we explain why workers with high welfare report better economic values than other workers.

Regarding the main determinants of economic values, it stands out that working women, regardless of whether they are self-employed or workers, are less likely to think with a positive attitude towards competition, compared to working men. For the age group between 36 and 45 years, only the coefficient related to the self-employed was statistically significant, so we affirm that this group considers competence as positive to improve working life, compared to the group between 46 and 55 years. In general, Latin American high-income workers believe that work and competition are good, even more so than middle-income workers. Behaving the same way for the sub-sample of employees. Likewise, it is confirmed that, the higher the educational level, the better the perception of the competition.

Regarding macro variables, GDP per capita has a positive impact on considering that work is positive for economic and social progress, with the self-employed being slightly more sensitive to this variable than employed workers. The GINI inequality index positively influences the workers surveyed thinking that work helps them progress in life, having a greater impact on the self-employed than on employed persons. Regarding the fear of losing a job, it was only statistically significant for the sub-sample of employees, such that in countries where employed workers are more afraid of losing their job, they think to a greater extent that competition is positive for the development of a country.

Workers from Colombia, Mexico and Peru have a more positive attitude towards work compared to Chile and only Mexican workers consider that the competition is positive compared to workers from Chile. Regarding the temporal trend, an improvement was found in the perception of work.

(See Table 2.4.)

Regarding the comparison of the means in the economic evaluations according to the two well-being groups identified Group 1 (No high well-being) and Group 2 (High well-being), the workers with better levels of well-being (for the three indicators: *Health*, *Happy* and *LifeSatisfaction*) report better assessments of *CompetencePositive* and *WorkPositive* than the rest of the workers. The greatest differences are for the assessment of the competence of employed persons according to their perceived health and for the assessment of the work of the self-employed according to their level of happiness.

As we have indicated in the theoretical framework, these differences may be due to the endowment effect, the coefficient effect or the interaction of both effects. Our results confirm that regarding the endowment effect, that the characteristics of employed workers with high satisfaction with life, good health and / or high level of happiness are different from the characteristics of these employees with lower well-being, therefore improving these characteristics can increase both the satisfaction with the life of the workers, as well as their economic valuations. In turn, the coefficient effect indicates that for workers who are in good health and happiness, and more specifically, employed workers who are in good health and self-employed who say they are happy, their characteristics have a greater

impact on the assessment of the competence. That is, even with the same educational level, for those workers with a better level of well-being, the influence of the educational level would be higher in the definition of the assessment of competence compared to those workers with a lower level of well-being. Finally, we confirm the coefficient effect on the difference in the economic valuation of work for workers who enjoy good health, happiness and high satisfaction with life.

(See Table 2.5.)

2.5 Conclusions

This study brought to light several gaps in science, regarding the lack of research that relates together workers' sociodemographic characteristics, their wellbeing and labor values, along with macro-economic variables.

With the WVS data, it was possible to process 5508 individual observations belonging to workers residing in Latin American countries: Brazil, Chile, Mexico, Colombia and Peru.

Among the main results we highlight in the first place that Latin American working women are generally less likely to think that competition is good, compared to Latin American working men. Likewise, education and income level are relevant variables for workers' assessments of competence and work. In such a way that the higher education and income level, the better the valuation that Latin American workers make of competition and work.

Even the macro variables point to the need to improve the economic well-being of workers. The results show that the value taken by the GDP pc influences the favorable perception of Latin American workers about the *WorkPositive*, influencing the self-employed to a greater extent than the employees themselves. The inequality index requires special mention, such that the higher the inequality, the Latin American employees tend to value the work and the competence better.

It should be noted that, in Latin America, the self-employed are more afraid of losing their jobs than salaried employees, which may indicate that entrepreneurship is more related to a need to manage their own work, than to a desire for enrichment. In fact, the

self-employed report worse levels of well-being (*Health, Happy* and *LifeSatisfaction*) than employed workers. *Happiness* is the dimension of well-being for which a greater inequality is generated in the formation of labor values. This allows us to affirm that improving the well-being of Latin American workers, will contribute to enhance their attitudes towards competition and hard work. The endowment effect and the coefficient effect also suggest that, on the one hand, the variables related to well-being make us better value competition and work, and on the other, that the determinants of well-being (such as education and income) also have a direct impact on said valuation.

Finally, we conclude that the hypotheses raised at the beginning of the investigation were accepted and their behavior is as follows:

1. Socio-demographic characteristics determine labor values, being their impact different for employees and self-employed.
2. The macro variables determine labor values, being their impact different for employees and self-employed.
3. The well-being of workers conditions labor values, being relevant to control for the different dimensions of well-being (health, happiness and satisfaction with life) and by type of working status (employees and self-employed).

Policy implications and future research

The two main strengths of this study lie in the systematic literature review and empirical research, which monitors work values outcomes by work status and different dimensions of well-being for the achievement of sustainable development. The results of this research propose to go beyond what other studies have achieved. Based on the results of the empirical research, we urge the scientific community to conduct studies to learn about Latin American workers' attitudes towards work and to identify possible obstacles to value generation (Grobelna, 2016). Such studies are important for researchers in the field and policy makers interested in implementing strategies that encourage the generation of work values in workers and improve well-being at work in a sustainable way over time (Nesmeianova, 2018)

Limitations

Despite the fact that the research provides more empirical evidence on the generation of labor values and the well-being of workers, it is not exempt from technical problems such as endogeneity, so our results should be interpreted with the greatest possible moderation. In addition, only three waves of WVS could be used because the data necessary to carry out the investigation did not exist in the others. Regarding the literature review, only the Wos database was used, but we think that other studies could be searched in other prestigious databases such as Scopus, among others, which would enrich the theoretical framework.

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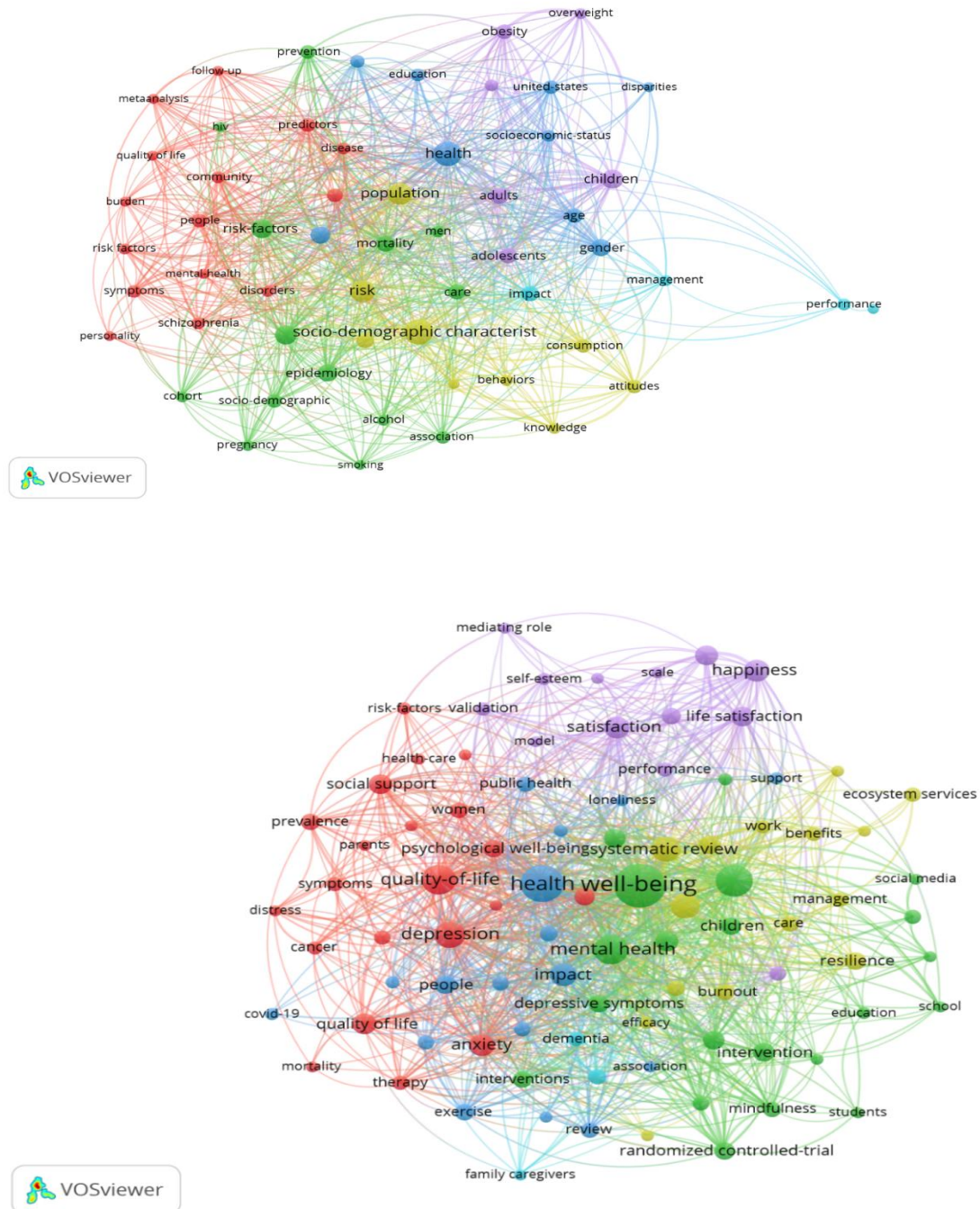
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2.7 Annex 2

Figure 2.1. Co-occurrence analysis. Network vizualization(10 minimun of ocurrence)



Source: Authors` elaboration by using Vosviewer

Table 2.1. Search Strategies

Estrategias de Búsqueda	WOS
1	TI = (no binary OR Socio-demographic characteristics) AND TI = (the economic values of workers) AND TI = (Perceptions of well-being at work) AND TI = (Perceptions of well-being at work) AND TI = (Employee) AND
2	TI = (Self-Employed) AND TI = (occupational wellbeing). n= 0
2	TI = (no binary OR Socio-demographic characteristics) AND TI = (the economic values of workers) n= 0
3	TI = (no binary OR Socio-demographic characteristics OR the economic values of workers) AND TI = (employees OR employers). n= 6
4	TI = (no binary OR Socio-demographic characteristics OR the economic values of workers) n= 873
5	TI = (no binary OR Macro variables) AND TI = (economic values of workers) n= 0
6	TI = (no binary OR Macro variables) OR TI = (economic values of workers) n= 64
7	TI = (no binary OR Well-being) AND TI = (influence on Labour perception) AND TI = (economic value formation) n= 64
8	TI = (no binary OR Well-being OR influence on Labour perception) AND TI = (economic value formation) n= 0
9	TI = (no binary OR Well-being) OR TI = (influence on Labour perception) OR TI = (economic value formation) n= 623

Source: Authors' elaboration

Table 2.2. Descriptive statistics

Variable	Description	Working (5508 observations)		Employee (3795 observations)		Self-Employed (1713 observations)	
		Mean	Std. Dev.	Mean	Std. Dev.	Mean	Std. Dev.
World Value Survey							
CompetitionPositive	Economic and labour values	7.210	2.81	7.156	2.81	7.329	2.80
WorkPositive	(from 1 to 10)	6.655	3.09	6.594	3.08	6.793	3.11
GoodHealth	Measures of wellbeing	0.697	0.46	0.731	0.44	0.622	0.49
Happy	(0: yes – 1: no)	0.868	0.34	0.887	0.32	0.828	0.38
HighLifeSatisfaction		0.768	0.42	0.785	0.41	0.729	0.44
Age(36-45)	Individual age	0.580	0.49	0.593	0.49	0.553	0.50
Age(46-55)		0.420	0.49	0.407	0.49	0.447	0.50
Female	Individual gender	0.410	0.49	0.408	0.49	0.415	0.49
LowIncome		0.389	0.49	0.360	0.48	0.455	0.50
MiddleIncome	Household income scale	0.521	0.50	0.544	0.50	0.472	0.50
HighIncome		0.089	0.29	0.097	0.30	0.073	0.26
Primary		0.318	0.47	0.269	0.44	0.426	0.49
Secondary	Individual educational level	0.481	0.50	0.493	0.50	0.453	0.50
Tertiary		0.202	0.40	0.238	0.43	0.121	0.33
CEPAL							
GDPpc	Gross Domestic product per capita measured in dollars constant prices of 2015 and controlled by purchasing parity power	9231.059	3043.25	9.661	3.11	8.278	2.64
GINI	Index of Inequity (from 0 to 1)	0.480	0.05	0.484	0.04	0.472	0.05
FearLooseJob	Percentage of people afraid of losing their Jobs (from 0 to 1)	0.654	0.06	0.655	0.07	0.655	0.06

Explanatory variable also includes country of residence (*Brazil, Chile, Colombia, Mexico and Peru*) and year of survey (2009-2022)

Source: World Value Survey.

Table 2.3. Behaviour of the different economic values per country and per wave

Country	Year	GDPpc	GINI	FearLooseJob_Working	FearLooseJob_Employee	FearLoosJob_Self-Employed
Argentina	2009	566	0,41	0,35	0,35	0,36
	2014	10477	0,39	0,41	0,38	0,44
	2022	9843	0,40	0,58	0,53	0,63
Brazil	2009	10595	0,53	0,70	0,70	0,70
	2014	11951	0,51	0,58	0,59	0,58
	2022	11203	0,53	0,75	0,74	0,76
Chile	2009	12227	0,48	0,67	0,73	0,53
	2014	14561	0,45	0,72	0,76	0,62
	2022	15091	0,45	0,58	0,63	0,51
Colombia	2009	6128	0,54	0,67	0,66	0,67
	2014	7449	0,52	0,64	0,60	0,67
	2022	7838	0,51	0,59	0,53	0,61
Mexico	2009	8948	0,49	0,73	0,73	0,73
	2014	9843	0,49	0,67	0,65	0,70
	2022	10267	0,44	0,70	0,71	0,69
Perú	2009	4730	0,44	0,66	0,65	0,66
	2014	5996	0,41	0,51	0,46	0,53
	2022	6487	0,40	0,62	0,60	0,64

Source: World Value Survey.

Table 2.4. Estimations of economic values (STATA: Regress)

	Working				Employee				Self-employed			
	CompetitionPositive		WorkPositive		CompetitionPositive		WorkPositive		CompetitionPositive		WorkPositive	
	Coefficient	P-Value	Coefficient	P-Value	Coefficient	P-Value	Coefficient	P-Value	Coefficient	P-Value	Coefficient	P-Value
Age(36-45)	-0.051	0.52	0.004	0.97	0.038	0.69	0.041	0.69	-0.248	0.07	-0.097	0.53
Age(46-55) ^a	--	--	--	--	--	--	--	--	--	--	--	--
Female	-0.328	0.00	-0.268	0.00	-0.354	0.00	-0.227	0.03	-0.264	0.06	-0.336	0.03
LowIncome ^a	--	--	--	--	--	--	--	--	--	--	--	--
MiddleIncome	0.240	0.01	0.200	0.04	0.163	0.14	0.219	0.07	0.412	0.01	0.147	0.40
HighIncome	0.349	0.02	0.336	0.04	0.343	0.05	0.444	0.02	0.240	0.41	-0.007	0.98
Primary ^a	--	--	--	--	--	--	--	--	--	--	--	--
Secondary	0.527	0.00	0.041	0.69	0.682	0.00	0.045	0.72	0.213	0.18	-0.020	0.91
Tertiary	0.660	0.00	0.005	0.97	0.687	0.00	-0.085	0.58	0.903	0.00	0.285	0.29
GDP pc	-0.121	0.93	5.192	0.00	2.113	0.23	5.212	0.01	-1.926	0.40	5.411	0.03
GINI	4.962	0.02	7.701	0.00	6.175	0.01	8.142	0.00	7.046	0.10	6.443	0.18
FearLooseJob	0.503	0.39	-0.874	0.17	1.474	0.02	-0.699	0.33	-1.566	0.21	0.525	0.71
Brazil	0.279	0.32	0.603	0.05	0.761	0.04	0.518	0.21	-0.368	0.47	0.438	0.44
Chile ^a	--	--	--	--	--	--	--	--	--	--	--	--
Colombia	0.023	0.98	2.879	0.00	1.617	0.15	2.779	0.02	-1.498	0.24	2.606	0.07
Mexico	0.942	0.05	3.173	0.00	1.781	0.01	3.069	0.00	0.459	0.60	2.924	0.00
Peru	1.716	0.20	6.638	0.00	4.071	0.02	6.644	0.00	0.272	0.91	6.563	0.01
2009 ^a	--	--	--	--	--	--	--	--	--	--	--	--
2009	0.080	0.69	-0.443	0.05	-0.176	0.49	-0.635	0.02	0.453	0.19	0.099	0.80
2022	-0.205	0.37	-0.462	0.07	-0.583	0.04	-0.648	0.04	0.539	0.17	-0.036	0.93
Intercept	1.127	0.34	-3.771	0.00	-8.695	0.58	-3.734	0.03	2.896	0.14	-4.007	0.07

^a Variable of reference. **Source:** World Value Survey.

Table 2.5. Differences on the estimations of economic values by wellbeing (STATA: Oaxaca-Blinder).

	Working						Employee						Self-employed					
	<i>Good Health</i>		<i>Happy</i>		<i>High LifeSatisfaction</i>		<i>Good Health</i>		<i>Happy</i>		<i>High LifeSatisfaction</i>		<i>Good Health</i>		<i>Happy</i>		<i>High LifeSatisfaction</i>	
	Coef.	P-v	Coef.	P-v	Coef.	P-v	Coef.	P-v	Coef.	P-v	Coef.	P-v	Coef.	P-v	Coef.	P-v	Coef.	P-v
CompetitionPositive																		
Group_1	7.092	0.00	6.920	0.00	7.082	0.00	6.851	0.00	6.774	0.00	6.951	0.00	7.486	0.00	7.146	0.00	7.311	0.00
Group_2	7.266	0.00	7.261	0.00	7.251	0.00	7.266	0.00	7.209	0.00	7.207	0.00	7.265	0.00	7.384	0.00	7.358	0.00
Difference	-0.174	0.04	-0.340	0.00	-0.169	0.05	-0.415	0.00	-0.436	0.01	-0.256	0.02	0.221	0.12	-0.239	0.21	-0.047	0.75
Endowments	-0.051	0.21	-0.059	0.14	-0.056	0.08	-0.070	0.12	-0.179	0.00	-0.144	0.00	-0.022	0.77	0.094	0.23	0.096	0.14
Coefficients	-0.206	0.04	-0.329	0.02	-0.038	0.70	-0.363	0.00	-0.185	0.32	-0.045	0.71	0.232	0.16	-0.389	0.10	0.012	0.94
Interaction	0.082	0.22	0.047	0.61	-0.075	0.18	0.018	0.82	-0.072	0.55	-0.067	0.31	0.011	0.93	0.056	0.74	-0.155	0.17
WorkPositive																		
Group_1	6.581	0.00	6.375	0.00	6.457	0.00	6.830	0.00	6.328	0.00	6.328	0.00	6.830	0.00	6.446	0.00	6.686	0.00
Group_2	6.681	0.00	6.697	0.00	6.708	0.00	6.765	0.00	6.630	0.00	6.663	0.00	6.765	0.00	6.856	0.00	6.818	0.00
Difference	-0.099	0.29	-0.322	0.01	-0.252	0.01	0.065	0.69	-0.301	0.07	-0.336	0.01	0.065	0.69	-0.409	0.06	-0.131	0.44
Endowments	0.116	0.01	-0.031	0.48	-0.041	0.22	0.179	0.04	-0.123	0.01	-0.091	0.02	0.179	0.04	0.029	0.75	-0.007	0.92
Coefficients	-0.259	0.02	-0.381	0.02	-0.191	0.08	-0.006	0.98	-0.305	0.13	-0.160	0.23	-0.006	0.98	-0.702	0.01	-0.259	0.19
Interaction	0.044	0.56	0.091	0.38	-0.019	0.75	-0.108	0.42	0.127	0.32	-0.084	0.25	-0.108	0.42	0.264	0.18	0.135	0.29

Source: World Value Survey.

CHAPTER 3.

SOCIAL WELL-BEING FOR A SUSTAINABLE FUTURE: THE INFLUENCE OF TECHNOLOGICAL DEVELOPMENT ON HUMAN BEINGS IN LATIN AMERICA

Chapter 3. Social well-being for a sustainable future: the influence of technological development on human beings in Latin America

Abstract

Sustainable development is becoming increasingly important because it improves the quality of our lives. Businesses must focus beyond maximising corporate economic profits, which are very important. They must internalise that planning and governance oriented strategies focused on promoting human health and well-being ensures a sustainable future. This study explores the influence exerted by trust in large companies and banks on the perception that technological development has on people's life satisfaction. The research uses data from the World Value Survey (WVS) and the World Bank, contemplating six Latin American countries: Argentina, Brazil, Chile, Colombia, Mexico and Peru, in the period between 2014 and 2022. Our main results show that: the lower the trust in institutions, the stronger the negative association with perceiving science and technology as making life easier, healthier and more comfortable in the near future. We also confirm that people who have very high levels of national pride tend to trust institutions. We also confirm that people who have very high levels of national pride tend to trust institutions. Finally, with this work we contribute new evidence to the current field of research on the influence of technological development on issues related to human beings, specifically in Latin America.

Keywords

Technological development, institutional trust, national pride, promoting health and well-being

3.1 Introduction

The technological transformation is accelerating due to the increasing capacity of electronic devices to store, process and communicate information (Eurofound, 2018). New technologies are spreading rapidly and there is talk of a “Fourth Industrial Revolution” that is changing the nature and location of work (Stacey et al., 2018). The digitization of the economy implies changes in the workplace, in employment figures, quality and working conditions and in terms of social protection that can negatively affect workers (Vaquero, 2020). To date, the mechanisms through which technology and automation risks affect life satisfaction have been little analyzed (Lordan & Stringer, 2022).

Technology has a wide application in different fields, such as industry, education, economy, social life, health, and the environment, which has led academics to attach great importance to technological development research (Mabkhot et al., 2021). However, the impact of technological development on human sustainability is an aspect less addressed in the literature (Mabkhot et al., 2021).

Trust is one of the issues inherent to human beings that is closely related to the approval and acceptance of the arrival of technology in our society. It could be that the greater the trust in large companies, the better the workers' perception of the effects of technology on social beings. Viewed in a general and more specifically institutional way, it must be taken into account due to the repercussions it has for today's society, especially due to its impact in facilitating economic growth and stability in developing countries (Martin et al., 2020).

Likewise, the literature has brought to light that technology or technological development exerts a very weak influence on the reduction of inequality and the consolidation of strong institutions (Mabkhot et al., 2021). Citizen belief that technology does not reduce inequality and does not strengthen institutions may come from a lack of trust in institutions, not from the performance of technology. From here arises a question: If trust in institutions increases, could the current perception about the influence of technological development change?

It must be taken into account that companies increasingly incorporate technology in all their processes. The 2030 Agenda (UN, 2015) recognizes their commitment and contribution to effectively comply with the Sustainable Development Goals (SDG). In this sense, the implementation of corporate social responsibility strategies by companies simultaneously generates legitimacy and trust, which contributes to positively promoting the perception of technology in people's lives and in their life satisfaction. The quadrennial progress report on the progress and regional challenges of the 2030 Agenda for Sustainable Development in Latin America and the Caribbean (UN, 2019), highlights different challenges facing the region, to which must be added the challenges from of the technological revolution that must be addressed (United Nations, 2019).

In short, to date there is no evidence of research that has explored the role of institutional trust in the perception of technological development, not only in large companies and banks, but also for society (Fuglsang & Jagd, 2015). It is precisely at this point that the main contribution of this research lies.

It should be noted that institutions, understood in a broad sense, are the rules and procedures that restrict and allow political, economic and social behavior, they refer to the rules of the game, while the organizations refer to the players (North , 1990: 4-5).

Coinciding with Siegrist (2021), who states that the importance of trust has often been questioned. Ensuring that the relevant question is not only whether trust is crucial, but also the form of trust that people rely on in a given situation. And that most studies use surveys that provide limited information on causality.

Therefore, we have set ourselves the following objectives: first, to explore the state of the art on the subject under investigation, for the selected sample and period of time, and second: to develop an empirical study that identifies the influence exerted by trust in large companies and banks national pride in people's perception of technological development and to what extent it impacts the lives of Latin Americans.

To respond to the objectives, we have outlined the following hypotheses that we intend to corroborate.

H1: Lower levels of trust in large companies will be negatively associated with higher levels of positive Latin American's attitudes towards technology related to its impact in their perceived subjective well-being.

H2: Lower levels of trust in governments will be negatively associated with higher levels of positive Latin American's attitudes towards technology related to its impact in their perceived subjective well-being.

H3: Lower levels of trust in banks will be negatively associated with higher levels of positive Latin American's attitudes towards technology related to its impact in their perceived subjective well-being.

The research is structured in two innovative and complementary parts, a literature review of the bibliometric analysis type and an empirical study about the perception of technological development and its consequences for the people of the Latin American countries analyzed. To do this, we face the following perspective: life satisfaction with technological development is impaired when institutional trust is low (Nadirov et al., 2021).

3.2 Theoretical Framework

The literature review is carried out with the aim of finding, selecting, analyzing and systematizing the evidence presented by recent research on the relationship between institutional trust and the perception of technological development in life satisfaction. Considering that when evaluating citizens' perceptions of institutional trust, their cultural orientations must be taken into account (Jamil & Baniamin, 2021)

Technological development and impact on people's life

Economists, policy makers and business leaders alike have claimed that the world is on the cusp of the "fourth industrial revolution" (Schwab and Davis, 2018 & Morgan, 2019). Three

vectors of change are identified -each of which implies the combined application of digital technologies in economic processes- especially relevant due to their possible socio-labor impacts: (a) automation of work; (b) digitization of processes; and (c) platform coordination (Eurofound 2018).

Technologies have become the means and solutions for many of the world's problems (Abdel-Basset et al., 2021; J. Chen et al., 2019; Feng et al., 2020; Hoosain et al., 2020; J. Kim et al., 2018; Liu et al., 2021; Lizarralde et al., 2020; Soares et al., 2020; Zhang & Wu, 2018). Due to rapid technological development (Harwood & Eaves, 2020).

Knowing that total government revenue positively affects technology outcomes (Sadeh et al., 2021), developing countries have increasingly embarked on technology foresight. To identify technologies whose adoption could serve as a platform for future economic growth. However, foresight activities have not translated into well-developed policy initiatives. Therefore, developing countries are advised to adopt a clear definition of the technologies that must be developed internally versus those that must be obtained from abroad (Feige & Vonortas, 2017).

On the other hand, although it is true that technological progress has profound implications in almost all aspects of human life and the progress of society, because it leads to a better quality of life and even a higher level of human intelligence. It is still a critical issue in emerging economies, such as Latin America, since its application is usually in consolidated economies. The literature has indicated that the advancement of technology is deeply linked to the design and implementation of the rules of state institutions. However, this relationship has not been sufficiently elaborated and addressed (Jiang et al., 2018).

Although appropriate technology for sustainable development in third world countries must take into account social aspects and at the same time ensure that the target areas are capable of sustainable transformation. The existing one has focused mainly on engineering (Bolcar, 2017; Kasperczyk et al., 2021; Potter & Graham, 2019; Quitzow et al., 2017) or achievement of sustainability (Abdel-Basset et al., 2021; Ganda, 2019; Hussin & Aroua, 2020; Mossberg

et al., 2020; Yoon et al., 2018). Thus becoming a short-term or one-time technology transfer or, despite the social sciences approach, it does not have a definite theoretical basis (Shin et al., 2019).

Given the projected scale of automation, understanding whether it has detrimental effects on the life satisfaction of citizens, especially workers, has implications for public policy. However, few studies have examined these potential impacts (Venkatesh, V. 2020).

Life and technological development

The exponential progress on issues inherent to technology is rapidly transforming industries and societies around the world. The way we work, live and interact with others is expected to transform at a speed and scale unseen in human history. On the one hand, the current technological development must bring about an increase and improvement in our lives and societies. On the other hand, a high potential arises that can cause great upheavals in our way of life and our social norms. So the opportunity to understand the impact of these technologies and to prevent their negative effects is rapidly closing. Humanity must be proactive, instead of reactive when managing it (Siegrist, 2021).

There are multiple studies that address issues related to life, technological development, and disease (Genoe & Zimmer, 2017; Kayler et al., 2020; Matsui et al., 2020; Reale, 2015; Roos et al., 2015; Segal et al., 2019; Tapper, 2017).

But there are really few published studies that address the subject of life, from the perspective of how to live better (Chilvers et al., 2021; Henke et al., 2015; Longo et al., 2019; Pesantes et al., 2019). Although, in general they agree that, to achieve this, the current situation must be reversed where many human beings find daily life very stressful and are unable to work, study or participate in other structured activities, particularly with others.

New and emerging technologies such as artificial intelligence, advanced robotics and the "Internet of Things" are changing the way people live, work and communicate with each other. While these innovations offer opportunities to increase efficiency and productivity in

the long term, they are also expected to lead to job displacement (Blien, Dauth, & Roth, 2021). This reality has meant that in recent years there has been an increase in concern about the effects of technological advances and digitization on the health and well-being of the workers who perform them. Attention is paid both from the academic field (Badri, et al. 2018; Mercader and Muñoz 2019; Parry and Battista 2019; Rimbau-Gilabert 2019; 2021; Villaplana et al. 2019; Rocha, 2020). As from different agencies and organizations related to the field of work. Among the latter stands out: the European Foundation for the Improvement of Living Conditions and Employment (Eurofound) which, with the aim of improving knowledge about these emerging forms of employment and the impact of technology at work, has been developing specific projects; the European Agency for Safety and Health at Work (EU-OSHA) works to make European workplaces safer, healthier and more productive for the benefit of companies, employees and governments; Among the objectives of the International Labor Organization (ILO) are: to promote labor rights, promote decent work opportunities, improve social protection and strengthen dialogue when addressing work-related issues.

To achieve the aforementioned, the mediating role of institutional trust in the perception of life satisfaction should be taken into account (Ciziceno & Travaglino, 2019; Nilsen et al., 2019; Saz-Gil et al., 2020 & Thoresen et al., 2018). An issue that has been underestimated in Latin American countries and that we intend to prove is possible, from an appropriate perspective regarding the perception of technology. It should be noted that technology is developing at an accelerated rate, which is counterproductive for people's lives, since they do not evolve at the same rate or to the same extent or proportion (Harwood & Eaves, 2020). We think that if an easier life can be achieved from an adequate perception of technological development. Despite the fact that up to now no research has been found in the analyzed literature that jointly addresses both issues.

Different types of Trust and Institutional trust

There are 129 different measures of trust, for example, managers' interpersonal trust, organizational trust inventory, and people's trust in the role of boundaries, among others, so

their measurement remains highly fragmented (McEvily & Schoo, 2011). However, over the years, research has emerged that groups trust at the interpersonal level (Sitkin & George, 2005) or at the inter-organizational level (Horak & Yang, 2016). At the structural level, various types of trust are classified, among which general trust stands out, where the level of trust is broad in all senses and particular trust, say that people have a marked tendency to trust themselves and very little on the rest. (Horak et al., 2020).

The scientific literature also identifies the existence of institutional trust seen as the trust of citizens in public bodies (Jamil & Baniamin, 2021), which has been addressed in recent research due to its impact on business management, in the economic order. and sustainability (Bagasra et al., 2021; Cera et al., 2021; Coulibaly et al., 2021; Y. Kim et al., 2022; Kricorian & Turner, 2021; Latov, 2021; Lee, 2022; Liang & Ma, 2021; Ling et al., 2021; Lipps & Schraff, 2021; Malkina et al., 2020; Qi et al., 2021; Schaap, 2021; Silverberg et al., 2021; Silvola & Vinnari, 2021). It is precisely on this trust that our study is based, since we will specifically analyze trust in large companies and in banks.

Regarding the determinants of trust (Ishiyama et al., 2018; Lipps & Schraff, 2021), among which social trust stands out, due to the causal impact it has on the fact of believing in institutions (Seifert, 2018; Sonderskov & Dinesen, 2016), by increasing individuals' feelings of security (Spadaro et al., 2020). Positively influencing people's behavior (Amemiya et al., 2020; G. Y. Chen et al., 2021; Yeager et al., 2017) and fostering interpersonal trust (Spadaro et al., 2020).

The sustainability of social trust tends to increase proportionally to the increase in the level of commitment of people with institutions (Daskalopoulou, 2019; Nadirov et al., 2021), because it is also a partial mediator between labor adversities that can be perceived by workers and subjective well-being (Lee, 2022)

State of the Art of Institutional trust

Institutional trust responds to legal regulations related to state laws (Nadirov et al., 2021). This trust positions large companies and banks before their employees, clients and interested

parties, as formal institutions, increasing their visibility and/or recognition in society. The more visible, the greater the authority they exercise and a higher level of trust is generated among citizens (Jamil & Baniamin, 2021). Likewise, it has been suggested that organizational structuring, the development of institutional capacity (Esau, 2016) and the promotion of organizational commitment (Baek & Jung, 2015) are important to generate institutional trust.

The importance of institutions adopting an optimal strategy that heads their work agenda to build trust is due to the fact that this is the basis for coping with social changes and thinking about alternatives to an eroded traditional structure (Ingenhoff & Sommer, 2010). (Robbins & Judge, 2009) understand trust as “a positive expectation that another person does not act opportunistically: with words, actions or decisions”. Ariely (2016) points out different strategies to increase the willingness to trust on the part of the interest groups and the communities where the economic activity is carried out. This author proposes that companies should design methods based on five trust generators: 1) the establishment of long-term relationships; 2) transparency; 3) the open declaration of intent; 4) offer punishment options for the company in case of non-compliance with commitments and 5) design strategies where the objectives between the company and the community are aligned. On the other hand, (Robbins & Judge, 2009) mention other elements that underlie the concept of trust such as: integrity, honesty, competence, consistency between words and actions, loyalty and openness.

When Corporate Social Responsibility (CSR) is given strategic importance, stakeholders' trust in the company can improve (Petrick and Quinn, 2001; Priego, Manzaneque and Merino, 2014). Integrating CSR actions into the company's strategy makes it possible to improve business confidence through an emotional factor. Through CSR, the company is perceived as an agent involved in social improvement and emotionally they feel more confident with their management (Freeman, 1984; González-Padrón, Hult and Ferrell, 2016; Leaniz and del Bosque 2016; Nielinger 2003; Peterson 2004). To advance in this direction, a dialogue must be established with those involved and/or affected by the actions and

decisions of the organization; that is, from the legitimacy offered by the possible agreement with all its internal and external stakeholders” (Calvo, 2014). Likewise, good practices converge towards a structural change that seeks to transform the development models of companies, providing more efficient solutions to environmental and social problems related to their business activity (Vallaey, 2020).

Trust is related to economic development and the social well-being of communities (Murtin et al., 2018; Eurosoci, 2019). In this way, being reliable is a strategic intangible asset for companies, since it is a characteristic that positively influences the attitude of the individuals who relate to them (Fuoli & Hart, 2018).

In addition, institutional trust has been seen as a central issue in establishing, developing and maintaining success among stakeholders in a business negotiation (Masri et al., 2021). Consequently, in the absence of an effective inter-institutional framework, trust quickly erodes (Spink et al., 2021), the same happens when there are economic crises (Ervasti et al., 2019).

Although the propensity to trust others is strongly determined by cultural components, it can also change over time and be influenced by changes in the environment (Murtin et al., 2018). In the case of Latin America, trust in institutions turns out to be moderated by contextual factors (Mathias et al., 2020). Sometimes paradoxical behaviors take place, since it is sometimes expected that with only new institutional economies, an increase in institutional trust can be aspired to (Arellano-Gault, 2016). In reality, institutional trust in Latin America is not homogeneous and it is generally stated in the literature that men trust institutions more than women (Martin et al., 2020).

Another factor that can undermine trust in institutions in this geographical area is inequality. Until now, scientists have dealt extensively with income inequality, neglecting other salient forms, such as regional wealth distribution. An issue that we intend to prove with our research with empirical data, since this argument points to a deficiency in the literature (Lipps &

Schraff, 2021). In fact, inequality in the geographical area under study in our research is becoming more latent every day.

National pride in Latin American countries

Since 1910, the subject of national pride has been addressed in the scientific literature, although in a very reserved way. It is not until 2016 that more contributions from academics on the subject begin to be observed, although it is considered that it is still insufficient due to the small number of publications that are observed, of which the majority correspond to titles of publications belonging to others. fields of research other than the social sciences. Which gives the authors the measure that this issue is little explored in the literature (Web of Science Main Collection, 2022).

We found several recent studies on national pride (Bechert, 2021; Erdem, 2021; G. Kim & Lee, 2021; Shibli et al., 2021; Yen et al., 2021), whose common point is its impact on society, generally. We found other investigations that, if they focus and address social and/or national pride, related to social trust, although they are in the minority. Where it is stated that the association between national pride and culture is stronger in the regions with greater national pride (H. Kim, 2021; Mlinar & Krammer, 2021). But, after all, this bibliographical search does not find research that relates national pride with people's trust in institutions.

Inequality in Latin America. Regional problems

Between 2003 and 2010, Latin America experienced economic growth, coupled with a notable reduction in income inequality. The regional Gini coefficient fell from 0.556 to 0.521, denoting a decrease in inequality. But indeed, it was difficult to sustain this decline, as there is now evidence of continued increases in inequality after 2010 and up to the present (Cord et al., 2017).

Even today, inequality in Latin America is increasing every day (Bucca et al., 2016; Giannotti et al., 2021; Signor et al., 2019 and Winkelried, D., & Escobar, B. 2022). Although it should be noted that the gaps related to the increase are greater in Colombia (60%), followed by

Paraguay (30%), Peru (20%) and El Salvador (20%) (Houghton et al., 2020). This was not caused by higher income growth among the bottom of the income distribution, but due to negative or no income growth of households in the top decile of the income distribution (Cord et al., 2017), and an inadequate distribution of regional wealth, an aspect little addressed in the literature (Lipps & Schraff, 2021).

Similarly, the Latin American countries present different and good performances according to the contribution of the gross domestic product (GDP) for research and development expenses, this being the main input that contributes to the high technology exports of these countries (Torres-Samuel et al., 2020). Taking into account the slowdown in the growth of the gross domestic product in the geographical area analyzed in recent times (Adsera, & Menendez, 2011), it is believed that political decision makers should take measures aimed at increasing the GDP, in order to increase technology exports and increase trust in large companies (Neubert & Van Der Krogt, 2019).

3.3 Materials and Methods

Databases

On the one hand, the World Value Survey is an international research program dedicated to the scientific and academic study of the social, political, economic, religious and cultural values of people in the world. Its purpose is to assess what impact the stability or change of values over time has on the social, political and economic development of countries and societies. On the other hand, the World Bank is one of the most important sources of financing and knowledge for developing countries, it is made up of five institutions that are committed to reducing poverty, increasing shared prosperity and promoting sustainable development. It offers free access to its data, knowledge and research to promote innovation and increase transparency in the field of development, aid flows and financing.

Analysis of bibliometric networks

To carry out the bibliographic exploration, the Web of Science (Wos) database was used, because it is a platform that contains a wide collection of bibliographic databases, citations

and references of scientific publications of any discipline of knowledge, in science, technology, social, arts and humanities. Four components are used in the search strategy: (Fernández-Macías, 2018) Technology development, (Piccarozzi et al., 2018) Institutional trust, (Büchi et al., 2020) Easier living, (Potter, 2019) National pride. The search for these components is carried out in the database selected for the study. The search strategies were the following:

(See Table 3.1.)

Application of the EVS and the World Bank in research

From the World Value Survey (WVS, 2014/2022), a total of 16,662 observations in the sixth and seventh waves have been selected. The sample includes men and women residing in Latin American countries (Argentina, Chile, Colombia, Brazil, Mexico and Peru). For the total sample, the variables gender, education, type of employment relationship, marital status, political orientation and generational cohort were analyzed. Data from the World Bank were also used specifically for Gross Domestic Product per capita (GDP), the inequality index (GINI), and Gross national spending on Research and Development as a percentage of gross domestic product (GRED).

Three indicators were also considered as independent variables: national pride, trust in companies and trust in banks. At the same time, it was possible to describe the number and characteristics of the respondents and we were able to analyze indicators such as GDP, GINI and GRED. Most of the answers to the related questions are dichotomous, where a value of one is given or, otherwise, a value of zero. In the case of the national pride variable (1, if the national pride marked in the survey was "4"; 0, otherwise).

Trust in institutions (big companies, governments and banks) appears when it is a dependent, dichotomous variable, taking three categories: 1, if trust is high; 2, if confidence is medium; 3, if confidence is low. Finally, three dummy variables (high, medium, low) have been created for each of the trusts. The questions related to attitudes towards technologies in the survey used are shown below.

List of various changes in our way of life that might take place in the near future. Please tell me for each one, if it were to happen, whether you think it would be a good thing, a bad thing, or don't you mind?

Q44. More emphasis on the development of technology 3 option available: Good, don't mind and bad.

Q158. Science and technology are making our lives healthier, easier, and more comfortable.

Linkert scale. 10 option available, from 1 (completely disagree) to 10 (completely agree). We have created six dummy variables.

Regarding the education variable, dummy variables were created and the observations were classified as follows: Primary education, those respondents who marked the values 0, 1, 2 and 3 (that is, "upper secondary education" or a lower level). Secondary education, those respondents who scored values 4 and 5 ("Post-secondary non-tertiary education" and "Short-cycle tertiary education"). Tertiary education, those respondents who marked the values 6, 7 and 8 (that is, university degree, master's degree and doctorate).

As a first econometric approximation, we run the following multinomial regression models, which is used when dependent variable has more than two categories. The one that allows us to obtain estimates of the probability of an event and to identify the risk factors that determine these probabilities, as well as the influence or relative weight that these have on them. This model allows us to understand how the behavior of X variables alters the probabilities of occurrence of Y events (Gu et al., 2013; Pérez López et al., 2021; Tyler, 2003). This model gives the probability of respondent i choosing alternative j in choice situation t as it can be seen in the formula (Gebbru et al., 2017; Tyler, 2003):

$$\Pr(y_{it} = j | \beta) = \frac{e^{\beta'_i x_{itj}}}{\sum_{k=1}^J e^{\beta'_i x_{itk}}}$$

$$i = 1 \dots N; t = 1 \dots T; j = 1 \dots J$$

where x_{ijt} is a vector of observed attributes of alternative j and β_i is a vector of individual-specific parameters. If $J=1$, we would be in a binary regression.

After multinomial regression, it estimated the marginal effects. We used *mf*x command, which is useful for estimating the marginal effect of a single variable, given specific values of the independent variables (Gebru et al., 2017).

3.4 Results and Discussion

Statistical description of the variables

Table 2 shows the statistical description of independent variables 50% of those surveyed have primary education compared to the other half who have secondary and tertiary education (SD = 0.50). 17% of respondents are self-employed (SD 0.38), the rest are housewives, students, retirees and unemployed. 79% reside in urban areas (SD = 0.40). 27% have a medium-high national pride (SD = 0.45), 9% medium – low (SD = 0.29), the majority with 60%, have a high national pride (SD = 0,48).

(See table 3.2.)

Regarding the dependent variables, table 3 shows the statistical description of the dependent variables. Between all survey respondents, Mexican people show the higher percentage of low trust in the three institutions. As an example, 25% of people who answered have a low trust in major companies were Mexican. Moreover, Mexican people also display the higher percentages of positive attitudes toward science and technology. Almost the 24% people who answer that technological development would be a good thing for changing lives were Mexican. These are the reasons why we chose Mexico as the reference variable.

(See table 3.3.)

In terms of economic indicator, Table 4 shows that Peru is the country with the lowest GDP per capita of those studied. This decreased in Argentina and Brazil, while in Chile, Colombia, Mexico and Peru an increase is observed, for the period analyzed. When analyzing the

poverty indicator GINI per capita, it remains stable in all the countries included in the research. Regarding expenditure on research and development, a stable behavior of the GRED is seen, which indicates that great efforts are not being made in research in Latin America.

(See table 3.4.)

Results

Table 5 shows the estimations obtained for the variables related to trust in institutions (banks, big companies and governments). If we focus our attention on the gender variables, being male shows a slightly positive association with high trust in these institutions, compared to be a female (coef. Hight trust in big companies = 0.02, p-value < 0.01). Regarding the occupational categories, counterproductively, unemployed people and domestic workers are slightly associated positively with trust in governments (coef. Hight trust in governments in both cases = 0.02, p-value < 0.01), compared to the employee. Compared to self-positioning in the left of the political spectrum, right and center people are negatively correlated with low trust in the analyzed institutions. X and Y Generations are negatively associated with low trust in banks and big companies (coef. low Trust in bank of generation X = -0.04, p-value < 0.01; coef. low Trust in bank of generation Y = -0.05, p-value < 0.01), compared to being from the Baby Boomer generation. Living in a city is associated positively with low confidence in governments (coef. = 0.05, p-value < 0.01), compared to those who reside in a rural area. Compared to Mexico, Brazil and Chile are associated positively with low trust in banks, big companies and governments, meanwhile the opposite is true for Colombia, Peru and Argentina. The lower levels of national proud, the lower levels of trust in the analyzed institutions. There is an association between GINI and trust in institutions, negative if the trust is low, and positive if high.

(See table 3.5.)

Table 1.6. shows the results obtained for perceiving technology makes easier healthier and more comfortable our life. Low trust in companies and banks are negatively associated with

a positive attitude towards science and technology (for example, coef. Positive perception and low confidence in company = -0.52, p-value < 0.01). Men shows higher levels of positive attitude towards science and technology than women (coef. Positive perception = 0.06, p-value < 0.01). The positive attitude toward technology is lower in wave seventh than in wave sixth.

Compared to workers, students show a positive relation with perceiving that technology and science makes our lives easier, healthier and more comfortable (coef. = 0.06, p-value < 0.01). People who self-position in the right of the political spectrum are positively associated with positive attitudes (Coef. Positive and Right = 0.08, p-value < 0.01). People residing in Brazil and Chile are negatively associated with perceiving that technology and science do not make easier, healthier and more comfortable our lives, compared to Mexican people. Colombian and Peruvian people show a positive relation with negative attitudes towards science and technology. Positive attitude decrease when the national proud is lower than high national pride.

(See table 3.6.)

Table 7 shows the perception that more emphasis on the development of technology would be a bad thing, good thing or neither for our way of life. Results of this variable is along the lines of the previous one. Highlighting the differences, not only low trust in large companies is negatively associated with positive attitude towards development technology, in line with the previous attitude's dimension, but also low trust in governments is negatively associated with perceiving that technology development is a good thing for changing our way of life (coef. Low confidence in government and positive = 0.10, p-value < 0.05). People residing in Brazil and Chile are negatively associated with perceiving that technology and science do make easier, healthier and more comfortable our lives, meanwhile the opposite is true for Peruvian and Argentina people, compare to Mexican.

(See table 3.7.)

3.5 Conclusions

With this work we provide new evidence to the current field of research on the influence of technological development on issues related to human beings, specifically in Latin America. Likewise, our study offers future lines of research on the development of these at present and how to improve them.

In the new era of connections, trust is becoming a central element, which gives organizations the ability to manage their dynamics efficiently and effectively and guarantee their growth and survival (Tyler, 2003).

Proper calibration of trust for effective technology management requires that the factors that affect trust are properly accounted for and that their relative importance is correctly quantified (Gebru et al., 2022).

There are several scholars who have discussed the importance of trust. However, by treating trust primarily as a dependent variable, its relevance has been systematically underestimated (Hetherington, 1998).

We find empirical support for our arguments by analyzing across the two waves of the European Social Survey with a sample of six Latin American countries. Since we managed to prove:

The level of trust in large companies and banks influences the perception of technological development. And that national pride influences people's trust in institutions.

Since the low and high level of trust in large companies positively influences the perception of technological development in terms of the impact on people's lives in the not too distant future, compared to the medium and low levels of trust, the latter have a negative impact on what Latin Americans think about the influence that technological development can have on our lives

Medium-high and medium-low national pride positively influences people's trust in institutions. While no empirical support was found on the possible directly proportional relationship that could exist between high national pride and the trust of Latin Americans towards companies in the region.

The research has an empirical study about the perception of technological development and its consequences for the people of Latin America. To do this, we face the following perspective: Life satisfaction is impaired when institutional trust is low (Nadirov et al., 2021).

Limitations Improve

Although the research provides further empirical evidence on the influence of institutional trust and national pride on technological development, it is not without technical problems. Using cross-sectional data, rather than panel data, does not allow for unobserved heterogeneity to be controlled for, so the magnitude of our estimated coefficients should be interpreted as sparingly as possible. In addition, only two waves of WVS could be used, since the necessary data to carry out the investigation did not exist in the others, which has reduced the temporal dimension of the analysis.

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3.7 Annex 3

Table 3.1. Search Strategies

Search Strategies	
1	TI = (no binary OR Technology development) AND TI = (easier living) AND TI = (institutional trust) AND TI = (national pride). n= 0
2	TI = (no binary OR Technology development) AND TI = (easier living). n= 0
3	TI = (no binary OR Technology development) AND TI = (institutional trust). n= 0
4	TI = (no binary OR national pride) AND TI = (trust). n= 0
5	TI = (no binary OR GRED as GDP in innovation and development) AND TI =(Technology development) n= 0
6	TI = (no binary OR Corporate social responsibility) AND TI = (institutional trust). n= 0
7	TI = (no binary OR Inequality) AND TI = (institutional trust). n=0
8	TI = (no binary OR Technology development). n= 607
9	TI = (no binary OR easier living). n= 365
10	TI = (no binary OR institutional trust). n= 562
11	TI = (no binary OR national pride). n = 384

Source: Authors' elaboration

Table 3.2. Descriptive Statistics. Dependent variables. Means (%).

Variables	Level of trust	Argentina	Brazil	Chile	Colombia	Mexico	Peru
Trust in major companies	Low trust	13,26	11,89	13,64	15,48	25,56	20,17
	Medium trust	12,55	13,18	18,02	20,47	20,74	15,04
	High trust	5,40	4,85	32,69	17,1	31,11	8,85
Trust in government	Low trust	10,03	8,11	13,76	23,41	24,22	20,46
	Medium trust	13,26	14,55	20,4	17,43	20,99	13,36
	High trust	13,84	10,27	26,62	13,1	29,14	7,02
Trust in banks	Low trust	14,42	9,93	14,34	19,09	25,69	16,53
	Medium trust	12,33	13,7	18,57	19,08	20,75	15,57
	High trust	4,31	5,78	27,31	22,51	28,35	11,75
Science and technology easier life	Bad thing	7,98	8,85	23,38	20,04	24,07	15,68
	Neither	9,35	15,65	18,3	21,76	18,21	16,73
	Good thing	14,35	10,74	17,68	17,89	24,69	14,65
Technological development	Bad thing	13,13	9,77	25,49	18,95	22,66	10,01
	Neither	20,35	18,08	9,92	15,73	20,33	15,59
	Good thing	9,12	9,67	20,5	20,46	23,86	16,4

Source: Authors' elaboration based on the data of the database of the World Values Survey.

Table 3.3. Descriptive statistics. Macroeconomic Variables

Variable	Years	Argentina	Brazil	Chile	Colombia	Mexico	Peru
GDP	2014	10.784,63	11.951,20	14.035,67	6.911,76	9.690,86	5.642,57
	2022	10.419,45	11.079,70	15.111,69	7.694,42	10.385,83	6.453,56
GINI	2014	0,41	0,52	0,46	0,53	0,49	0,44
	2022	0,41	0,54	0,44	0,50	0,45	0,42
GRED	2014	0,62	1,27	0,36	0,23	0,42	0,06
	2022	0,56	1,16	0,35	0,23	0,31	0,13

Source: World Bank.

Note(s): GDP: Gross Domestic Product per capita in US dollars at constant 2010 prices. GINI: Inequality index. GRED: Gross National Expenditure on (R&D) as a percentage of Gross Domestic Product.

Table 3.4. Trust in Institutions

	Trust in major companies						Trust in governments						Trust in banks					
	Low		Medium		High		Low		Medium		High		Low		Medium		High	
	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value
Woman ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Man	-0,01	0,14	-0,01	0,30	0,02	0,00	0,01	0,64	-0,02	0,13	0,01	0,01	0,00	0,88	-0,01	0,18	0,02	0,02
Secondary education	0,05	0,00	-0,05	0,00	-0,01	0,47	0,02	0,12	-0,03	0,05	0,01	0,26	0,03	0,00	-0,05	0,00	0,01	0,09
Post-secondary education	0,00	0,84	0,00	0,80	-0,01	0,43	0,01	0,35	0,00	0,86	-0,01	0,04	0,00	0,81	0,00	0,82	0,00	0,99
Tertiary education ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Employed worker ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Self-employed	0,01	0,21	0,00	0,94	-0,01	0,05	0,02	0,24	-0,03	0,07	0,01	0,15	0,00	0,82	-0,01	0,55	0,01	0,21
Retired	-0,01	0,49	0,00	0,86	0,01	0,48	-0,01	0,72	0,00	0,99	0,01	0,41	-0,04	0,04	0,01	0,54	0,02	0,12
Domestic worker	-0,01	0,24	0,01	0,55	0,01	0,48	-0,04	0,02	0,02	0,26	0,02	0,01	-0,03	0,01	0,03	0,04	0,00	0,63
Student	0,00	0,81	0,00	0,92	0,00	0,86	-0,06	0,00	0,05	0,02	0,01	0,32	-0,02	0,17	0,02	0,34	0,00	0,72
Unemployed	0,03	0,07	-0,03	0,11	0,00	0,88	0,00	0,99	-0,02	0,33	0,02	0,03	0,02	0,32	-0,02	0,21	0,01	0,55
Married ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Divorced	-0,01	0,81	0,01	0,63	-0,01	0,65	-0,01	0,72	-0,01	0,74	0,02	0,13	0,01	0,59	-0,01	0,86	-0,01	0,60
Separated	0,02	0,18	-0,03	0,14	0,00	0,69	0,01	0,65	-0,02	0,43	0,01	0,39	0,02	0,26	-0,02	0,18	0,01	0,62
Widower	-0,03	0,15	0,03	0,20	0,00	0,96	0,01	0,61	0,00	0,95	-0,01	0,14	-0,03	0,16	0,03	0,18	0,00	0,86
Single	0,00	0,81	-0,01	0,41	0,01	0,09	0,00	0,85	0,00	0,83	-0,01	0,30	0,01	0,49	-0,01	0,51	0,00	0,98
Left ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Center	-0,02	0,02	0,02	0,14	0,01	0,32	-0,03	0,01	0,04	0,00	-0,01	0,07	-0,03	0,01	0,04	0,00	-0,01	0,07
Right	-0,05	0,00	0,01	0,30	0,04	0,00	-0,10	0,00	0,08	0,00	0,02	0,00	-0,06	0,00	0,03	0,03	0,03	0,00
Baby Boom Generation ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
X Generation	-0,03	0,01	0,03	0,01	0,00	0,54	0,01	0,36	-0,01	0,71	-0,01	0,10	-0,04	0,00	0,04	0,00	0,00	0,71
Y Generacion	-0,02	0,05	0,06	0,00	-0,03	0,00	0,02	0,20	0,00	0,89	-0,02	0,00	-0,05	0,00	0,05	0,00	0,01	0,54
Rural ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
City	0,00	0,75	-0,02	0,14	0,02	0,00	0,05	0,00	-0,03	0,01	-0,01	0,01	-0,01	0,55	0,00	0,94	0,01	0,45
Low National Pride	0,13	0,00	-0,09	0,01	-0,04	0,01	0,14	0,00	-0,11	0,00	-0,03	0,00	0,13	0,00	-0,10	0,00	-3,14	0,02
Low Mid National Pride	0,08	0,00	-0,05	0,01	-0,04	0,00	0,09	0,00	-0,06	0,00	-0,02	0,00	0,08	0,00	-0,05	0,01	-0,04	0,00
Middle High National Pride	0,00	0,67	0,02	0,10	-0,02	0,00	0,02	0,11	0,00	0,84	-0,02	0,00	0,01	0,55	0,02	0,06	-0,03	0,00
High national pride ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
GDP2010	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,00	0,00	0,00	0,00	0,96
GINI	-4,93	0,00	3,60	0,00	1,32	0,00	-5,90	0,00	5,19	0,00	0,71	0,01	-4,16	0,00	3,70	0,00	0,46	0,26
GRED	0,00	0,94	0,10	0,00	-0,10	0,00	0,12	0,00	-0,09	0,00	-0,02	0,12	0,05	0,06	-0,03	0,28	-0,02	0,38
Mexico ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Argentina	-0,24	0,00	0,12	0,20	0,11	0,24	-0,41	0,00	0,30	0,00	0,11	0,23	-0,24	0,00	0,30	0,00	-0,06	0,01
Chile	0,82	0,00	-0,69	0,00	-0,13	0,00	0,71	0,00	-0,65	0,00	-0,06	0,00	0,73	0,00	-0,64	0,00	-0,08	0,00
Colombia	-0,21	0,00	0,19	0,00	0,01	0,63	-0,37	0,00	0,34	0,00	0,03	0,29	-0,21	0,00	0,24	0,00	-0,03	0,23
Brazil	0,84	0,00	-0,73	0,00	-0,11	0,00	0,74	0,00	-0,68	0,00	-0,07	0,00	0,73	0,00	-0,66	0,00	-0,07	0,03
Peru	-0,51	0,00	0,48	0,00	0,03	0,74	-0,66	0,00	0,60	0,00	0,06	0,57	-0,47	0,00	0,53	0,00	-0,06	0,23
2014 ^a	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
2022	-0,01	0,33	0,05	0,00	-0,04	0,00	0,10	0,00	-0,07	0,00	-0,02	0,00	-0,02	0,12	0,04	0,02	-0,02	0,10

Source: Authors' elaboration based on the data of the database of the World Values Survey and World Bank.

Table 3.5. Technology makes life easier, healthier and more comfortable (mfx).

	Perception technology makes life easier without trust						Perception technology makes life easier without trust					
	Negative		Neither		Positive		Negative		Neither		Positive	
	dx/dy	P-Value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value
Low confidence in the company	---	---	---	---	---	---	0,16	0,01	0,36	0,00	-0,52	0,00
Medium confidence in company	---	---	---	---	---	---	0,02	0,27	0,11	0,00	-0,13	0,00
High confidence in company ^a	---	---	---	---	---	---	---	---	---	---	---	---
Low trust in government	---	---	---	---	---	---	0,01	0,76	0,03	0,56	-0,04	0,47
Medium trust in government	---	---	---	---	---	---	-0,04	0,04	0,02	0,45	0,02	0,50
High trust in government ^a	---	---	---	---	---	---	---	---	---	---	---	---
Low trust in banks	---	---	---	---	---	---	0,03	0,57	0,16	0,04	-0,19	0,03
Medium trust in banks	---	---	---	---	---	---	-0,01	0,66	0,06	0,01	-0,05	0,05
High trust in banks ^a	---	---	---	---	---	---	---	---	---	---	---	---
Woman ^a	---	---	---	---	---	---	---	---	---	---	---	---
Man	-0,02	0,00	-0,04	0,00	0,06	0,00	-0,02	0,00	-0,04	0,00	0,06	0,00
Secondary education	0,02	0,01	0,00	0,86	-0,03	0,04	0,02	0,04	0,00	1,00	-0,02	0,15
Post-secondary education	0,02	0,04	0,00	0,88	-0,02	0,08	0,02	0,06	0,00	0,82	-0,02	0,11
Tertiary education ^a	---	---	---	---	---	---	---	---	---	---	---	---
Employed worker ^a	---	---	---	---	---	---	---	---	---	---	---	---
Self-employed	0,02	0,02	0,00	0,71	-0,02	0,15	0,02	0,03	0,00	0,80	-0,02	0,18
Jubilado	0,00	0,99	0,00	0,94	0,00	0,95	0,00	0,79	0,00	0,96	-0,01	0,81
Domestic worker	0,02	0,14	-0,02	0,14	0,00	0,84	0,02	0,10	-0,02	0,20	0,00	0,97
Student	-0,01	0,46	-0,05	0,01	0,06	0,00	-0,01	0,47	-0,05	0,01	0,06	0,01
Unemployed	0,04	0,00	-0,01	0,39	-0,03	0,10	0,04	0,00	-0,01	0,43	-0,03	0,10
Married ^a	---	---	---	---	---	---	---	---	---	---	---	---
Divorced	-0,02	0,33	0,06	0,02	-0,04	0,13	-0,01	0,49	0,06	0,02	-0,05	0,08
Separated	0,01	0,48	0,02	0,28	-0,03	0,15	0,01	0,45	0,02	0,33	-0,03	0,16
Widower	-0,01	0,48	0,04	0,10	-0,03	0,27	0,00	0,78	0,05	0,07	-0,04	0,13
Single	-0,01	0,45	0,00	0,73	0,00	0,84	0,00	0,58	0,00	0,79	0,00	0,90
Left ^a	---	---	---	---	---	---	---	---	---	---	---	---
Center	-0,03	0,00	0,07	0,00	-0,04	0,00	-0,03	0,00	0,07	0,00	-0,04	0,00
Right	-0,04	0,00	-0,04	0,00	0,08	0,00	-0,04	0,00	-0,04	0,00	0,08	0,00
2014 ^a	---	---	---	---	---	---	---	---	---	---	---	---
2022	0,03	0,00	0,04	0,00	-0,08	0,00	0,03	0,00	0,04	0,00	-0,08	0,00

Source: Authors' elaboration based on the data of the database of the World Values Survey and World Bank

Table 3.5. Technology makes life easier, healthier and more comfortable (mfx). Continuation.

	Perception technology makes life easier without trust						Perception technology makes life easier without trust					
	Negative		Neither		Negative		Neither		Negative		Neither	
	dx/dy	P-Value	dx/dy	P-Value	dx/dy	P-Value	dx/dy	P-Value	dx/dy	P-Value	dx/dy	P-Value
Baby Boomer Generation ^a	---	---	---	---	---	---	---	---	---	---	---	---
X Generation	0,01	0,56	-0,01	0,68	0,00	0,98	0,01	0,43	-0,01	0,43	0,00	0,87
Y Generation	-0,01	0,23	0,00	0,92	0,01	0,47	-0,01	0,30	0,00	0,76	0,02	0,33
Rural ^a	---	---	---	---	---	---	---	---	---	---	---	---
City	-0,04	0,00	-0,02	0,03	0,06	0,00	-0,03	0,00	-0,03	0,03	0,06	0,00
Low national pride	0,11	0,00	0,06	0,05	-0,17	0,00	0,10	0,00	0,06	0,04	-0,16	0,00
Low Mid National Pride	0,03	0,05	0,08	0,00	-0,11	0,00	0,02	0,11	0,08	0,00	-0,10	0,00
Middle High National Pride	-0,01	0,17	0,05	0,00	-0,04	0,00	-0,01	0,19	0,05	0,00	-0,04	0,00
High national pride ^a	---	---	---	---	---	---	---	---	---	---	---	---
GDP	0,00	0,13	0,00	0,95	0,00	0,28	0,00	0,01	0,00	0,74	0,00	0,04
GINI	0,46	0,32	0,57	0,30	-1,03	0,10	0,97	0,04	0,84	0,13	-1,81	0,01
GREY	0,01	0,65	-0,05	0,03	0,05	0,11	0,00	0,99	-0,06	0,01	0,06	0,03
Mexico ^a	---	---	---	---	---	---	---	---	---	---	---	---
Argentina	-0,04	0,43	0,05	0,47	-0,02	0,81	0,02	0,71	0,07	0,35	-0,10	0,24
Chile	-0,12	0,00	0,12	0,39	0,00	0,98	-0,15	0,00	0,03	0,84	0,12	0,34
Colombia	0,14	0,01	-0,03	0,42	-0,10	0,05	0,18	0,00	-0,03	0,49	-0,16	0,00
Brazil	-0,10	0,03	0,04	0,70	0,06	0,57	-0,14	0,00	-0,02	0,83	0,17	0,10
Peru	0,31	0,19	-0,02	0,88	-0,29	0,12	0,54	0,02	-0,06	0,69	-0,48	0,00

Source: Authors' elaboration based on the data of the database of the World Values Survey and World Bank.

Table 3.6. More emphasis on the development of technology changes in our way of life (mfx).

	Marginal effects technology development without trust						Marginal effects technology development with trust					
	Negative		Neither		Positive		Negative		Neither		Positive	
	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value
Low confidence in the company ^a	---	---	---	---	---	---	0,14	0,02	0,20	0,01	-0,35	0,00
Medium confidence in company	---	---	---	---	---	---	0,04	0,03	0,04	0,06	-0,08	0,00
High confidence in company	---	---	---	---	---	---	---	---	---	---	---	---
Low trust in government ^a	---	---	---	---	---	---	-0,01	0,82	0,11	0,01	-0,10	0,03
Medium trust in government	---	---	---	---	---	---	-0,03	0,15	0,04	0,16	-0,01	0,76
High trust in government	---	---	---	---	---	---	---	---	---	---	---	---
Low trust in banks ^a	---	---	---	---	---	---	0,14	0,01	0,02	0,77	-0,16	0,04
Medium trust in banks	---	---	---	---	---	---	0,01	0,39	0,02	0,49	-0,03	0,24
High trust in banks	---	---	---	---	---	---	---	---	---	---	---	---
Woman	---	---	---	---	---	---	---	---	---	---	---	---
Man	-0,02	0,00	-0,04	0,00	0,06	0,00	-0,02	0,00	-0,03	0,00	0,06	0,00
Primary education	0,02	0,01	0,02	0,06	-0,04	0,00	0,02	0,02	0,02	0,09	-0,04	0,00
Post-secondary education	0,02	0,07	0,01	0,57	-0,02	0,07	0,02	0,05	0,00	0,71	-0,02	0,08
Tertiary education ^a	---	---	---	---	---	---	---	---	---	---	---	---
Employed worker ^a	---	---	---	---	---	---	---	---	---	---	---	---
Self-employed	0,01	0,43	0,00	0,72	-0,01	0,39	0,01	0,38	0,00	0,90	-0,01	0,61
Retired	0,01	0,52	0,02	0,24	-0,03	0,15	0,01	0,46	0,03	0,16	-0,04	0,09
Domestic worker	0,02	0,06	-0,02	0,03	0,01	0,63	0,02	0,04	-0,02	0,05	0,00	0,89
Student	0,00	0,75	-0,04	0,00	0,05	0,01	0,00	0,88	-0,04	0,00	0,05	0,01
Unemployed	0,01	0,41	0,00	0,95	-0,01	0,55	0,01	0,36	0,00	0,97	-0,01	0,53
Married ^a	---	---	---	---	---	---	---	---	---	---	---	---
Divorciado	0,03	0,12	-0,03	0,15	0,00	1,00	0,03	0,12	-0,03	0,12	0,00	0,97
Separado	0,00	0,73	0,00	0,81	0,00	0,99	0,00	0,80	0,01	0,62	-0,01	0,79
Widower	0,02	0,16	0,01	0,73	-0,03	0,21	0,03	0,10	0,01	0,71	-0,04	0,14
Single	0,00	0,97	-0,01	0,46	0,01	0,54	0,00	0,85	-0,01	0,47	0,01	0,62
Left ^a	---	---	---	---	---	---	---	---	---	---	---	---
Center	0,00	0,87	0,03	0,01	-0,03	0,02	0,00	0,75	0,02	0,02	-0,03	0,02
Right	-0,01	0,52	0,01	0,50	0,00	0,86	0,00	0,81	0,01	0,23	-0,01	0,37

Table 3.6. More emphasis on the development of technology changes in our way of life (mfx). Continuation.

	Marginal effects technology development without trust						Marginal effects technology development with trust					
	Negative		Neither		Negative		Neither		Negative		Neither	
	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value	dx/dy	P-value
Baby Boomer Generation ^a	---	---	---	---	---	---	---	---	---	---	---	---
X Generation	0,00	0,75	0,00	0,87	0,00	0,95	0,01	0,44	0,00	0,83	0,00	0,74
Y Generation Y	0,00	0,67	0,00	0,71	-0,01	0,55	0,01	0,50	0,01	0,62	-0,01	0,38
Rural ^a	---	---	---	---	---	---	---	---	---	---	---	---
City	0,01	0,29	-0,03	0,00	0,03	0,03	0,01	0,23	-0,03	0,00	0,02	0,07
Low national pride	0,04	0,10	0,12	0,00	-0,15	0,00	0,03	0,22	0,11	0,00	-0,14	0,00
Low Mid National Pride	0,05	0,00	0,06	0,00	-0,10	0,00	0,04	0,00	0,06	0,00	-0,1	0,00
Middle High National Pride	-0,01	0,04	0,05	0,00	-0,03	0,01	-0,01	0,05	0,05	0,00	-0,03	0,00
High national pride ^a	---	---	---	---	---	---	---	---	---	---	---	---
GDP 2010	0,00	0,02	0,00	0,00	0,00	0,00	0,00	0,01	0,00	0,00	0,00	0,00
GINI	0,36	0,40	-5,74	0,00	5,38	0,00	0,58	0,18	-5,36	0,00	4,78	0,00
GRED	-0,02	0,42	0,02	0,27	-0,01	0,82	-0,02	0,44	0,01	0,73	0,01	0,74
Mexico ^a	---	---	---	---	---	---	---	---	---	---	---	---
Argentina	0,01	0,90	-0,22	0,00	0,21	0,00	0,04	0,54	-0,21	0,00	0,16	0,02
Chile	-0,13	0,00	0,90	0,00	-0,77	0,00	-0,13	0,00	0,89	0,00	-0,76	0,00
Colombia	0,18	0,00	-0,22	0,00	0,04	0,44	0,23	0,00	-0,22	0,00	-0,02	0,80
Brazil	-0,12	0,00	0,92	0,00	-0,80	0,00	-0,12	0,00	0,91	0,00	-0,78	0,00
Peru	0,05	0,63	-0,58	0,00	0,52	0,00	0,14	0,42	-0,55	0,00	0,41	0,02
2014 ^a	---	---	---	---	---	---	---	---	---	---	---	---
2022	0,02	0,01	-0,03	0,02	0,01	0,67	0,02	0,05	-0,03	0,01	0,01	0,34

Source: Authors' elaboration based on the data of the database of the World Values Survey and World Bank.

CHAPTER 4.

DIGITAL COACH: A BUSINESS STRATEGY TO IMPROVE OCCUPATIONAL HEALTH AND WELLNESS

Chapter 4. Digital Coach: A Business Strategy to Improve Occupational Health and Wellness

Abstract

Digital content for healthy consumption is becoming increasingly important in the business world, due to widespread access to the internet and, above all, since the compulsory seclusion caused by the Covid-19 pandemic. Digital content platforms thus represent new business opportunities. It is precisely through a digital platform that the company Wellwo promotes the occupational health and well-being of its corporate clients' employees. Our article analyses the determinants of access to and use of Wellwo's digital content to promote occupational health and well-being. Our study consists of observations of 30,593 workers from two companies located in Mexico for the years 2021 and 2022. The main contribution of this work to the state of the art lies in the database, which allows us to analyse a corporate health promotion strategy through a digital platform (Digital Coach). Among the main results, we highlight that, for both men and women, workers from the Baby Boomer Generation are those who use the digital platform the most, compared to later generations (Generations X, Y and Z). The lowest users are Generation Z men and Generation X women. We conclude that access to and use of digital platforms dedicated to healthy content allows us to analyse workers' interests, and that digital coaching is an effective business strategy to help workers take care of themselves and improve their well-being. Controlling the results by generational cohorts allows us to understand for which population groups digital content is more attractive, and for which ones it should be designed more specifically.

Keywords

Health and Safety at Work, Business Strategy, Digital Coach.

4.1 Introduction

Despite the fact that in recent years the interest of academics in corporate social responsibility (CSR) has grown, the perceptions of workers about it and about its influence on the financial results of companies continue to constitute an important gap in the research (Serra-Cantalops et al., 2018). Although employees bear a large part of the burden of ethical and competitive CSR practices, there is little research that addresses their contribution as internal promoters of these activities, and especially from the perspective of occupational health and safety prevention. (Kim et al., 2018).

In this research we focus on Mexico, since working conditions in 85% of Mexican organizations do not promote an adequate balance between personal life and work. 43% of Mexican workers with formal employment suffer from stress as a result of their work tasks (OECD, 2019), what triggers important physical and psychological disorders (work stress, anxiety, depression, sleep disorders and other occupational diseases) in workers (Villavicencio & Martínez, 2018). 40% of Mexicans suffer from burnout syndrome that leads to indifference, personal dissatisfaction and frustration, and even heart attacks due to work overload. Mexico not only far exceeds the average of the OECD nations with its 2257 annual hours of work, it also almost doubles the time worked in Germany during a year 1365 (OECD, 20219). In fact, it is the OECD country with the longest working day (World Employment and Social Outlook: Trends, 2019).

As a consequence of the global health and economic crisis derived from the COVID -19 pandemic, there is an urgent need to prevent and improve occupational health and well-being (Bashirian et al., 2020). As in other countries, health problems worsened during the pandemic due to its effects: social isolation, job loss, and job insecurity (Zniber, 2021). For this reason, we consider a priority to carry out empirical work that provides evidence on how to deal with the post-pandemic situation (months between 2021 and 2022).

To date, adequate mitigation of occupational risks has been based on compliance with existing international guidelines, such as those of the World Health Organization among others (Adegoke et al., 2018).

In this sense, the **Official Mexican Standard NOM-035-STPS-2018**: Psychosocial risk factors at work - Identification, analysis and prevention, could not have been more accurate. Although it was enacted in 2018, it was not until October 2020 that it began to be implemented. NOM-035, in general, establishes the conditions and elements to promote a healthy organizational environment. Among other aspects, it highlights the fact that it identifies, analyzes and prevents psychosocial risk factors in the workplace (STPS, 2018).

One of the consequences of its implementation is that companies know and evaluate psychosocial risk factors, such as unequal workloads, lack of autonomy for employees, workplace violence and unsafe working conditions. Consequently, companies can implement the necessary measures to improve their work environment, which favors both well-being and worker productivity (Orozco, 2019). Therefore, NOM-035 was definitely necessary to improve the work environment in Mexico (Aguilar Bautista, 2017)

Currently there are various standards on occupational prevention, which respond to guidelines from the World Health Organizations (WHO) and International Labor Organizations (ILO), (Barroso, et al., 2020; Coenen, et al., 2017; Forouzanfar et al., 2016; & Mandrioli et al., 2016). An example is the WHO Workers' Health Action Plan for the period 2015-2025 (Cano Candiotti & Francia Romero, 2018). The aforementioned guidelines have become more relevant than ever, due to the challenges of globalization. Despite this, review, updating and systematization of all regulations is required. (International Labour Organization, 2019.). In addition to these mandatory and recommended guidelines, new corporate strategies and mechanisms are emerging focused on well-being in the workplace. Within them, digital content for healthy consumption is becoming more important every day in the business world, due to widespread access to the internet, and especially since the mandatory confinement caused by the COVID-19 pandemic. Thus, digital content platforms represent new business opportunities. Precisely through a digital platform, the *Wellwo* company promotes the occupational health and well-being of the employees of its corporate clients. *WellWo* was born with the spirit of improving the comprehensive health of the workers of its corporate clients, through a digital platform, which implements preventive actions and promotes healthy living.

Our article analyzes the determinants of access and use of the contents of the *Wellwo* digital platform to promote occupational health and well-being. To this end, our sample consists of observations of 30,593 workers from two companies located in Mexico for the years 2021 and 2022. For this, special attention is paid to gender and generational cohort differences (Baby Boomer Generations, X, Y and Z). In the literature review, we have not identified any statement that companies currently have clearly identified preferences in terms of healthy content by gender and generational cohort. We cover this knowledge gap since the lack of identification of preferences threatens an adequate management of safety and health at work, at least.

The main contribution of this research to the state of the art lies in the database, which allows us to analyze a corporate health promotion strategy through a digital platform (Digital Coach). Precisely because of its novelty, the analysis of its use is limited. To respond to our objective, we have designed the following theoretical hypotheses:

- H1: Occupational health and safety continues to be an unfinished task, and internal CSR can improve this situation.
- H2: The analysis of the access and use of digital platforms dedicated to healthy content allows knowing the interests of the worker's health and well-being.
- H3: The consumption of healthy content by workers presents differences between men and women and between generational cohorts.
- H4: The digital coach is identified as an effective strategy for promoting the health and well-being of the worker in the years after the start of the COVID-19 pandemic.

4.2 Theoretical Framework

The indicators to monitor the performance of the Occupational Health and Safety Management System must be aligned with the company's practices. These indicators can cover economic and financial categories, production and quality, people management, communication and categories related to training; as well as reflecting the environment, accidents and the health and safety policy at work (Gutiérrez & Miluska, 2018).

The fact that indicators are in place makes it possible to carry out actions aimed at prevention. The current actions aimed at solving these wellbeing problems or even reducing the negative impacts for workers are not efficient enough (Mendes et al., 2019, Vega-Monsalve, 2017). So, it seems that internal corporate responsibility will have to play an even more preponderant role in terms of safety and health at work. An issue that we will address in the next section.

Internal Corporate Responsibility (ICR) in relation to occupational health and safety

Occupational Health and Safety continues to be a global problem in terms of statistics on injuries, illnesses and deaths in the workplace, among others. Therefore, when managing the risks to which workers are exposed through the internal assets of the company, changes must be made in the order of occupational health and safety (Afsar, et al., 2020; Duthler & Dhanesh, 2018; Gangi & Varrone, 2018; Gosselt et al., 2019; Hur et al., 2019; Kraus et al., 2020; Pham & Jabbour, 2019; Papadas et al., 2019; Saz-Gil et al., 2020; Shen & Zhang, 2019; Wang & Zhang, 2020). This would allow the identification of potential security risks and the application of prevention methods at the height of these times (Martínez-Aires et al., 2018).

But the fact that ICR usually favors other business issues, such as external stakeholders over internal ones, triggers employees' perceptions of corporate hypocrisy, which, in turn, leads to emotional exhaustion and employee turnover (Scheidler et al., 2019). In general terms, company leaders need to understand the often-counterproductive reactions of employees towards the organization, the importance of internal corporate responsibility and the need to undertake the recovery of trust (Serrano Archimi et al., 2018).

To this end, corporate social responsibility can be one of the most responsible business practices, from the perspective of workers (internal activists) as agents of organizational transformation, because they are considered openers of borders (Girschik, 2020).

Perception of workers about programs that promote health and safety at work. Determinants

If current population and health trends continue, the characteristics of the workplace will be very different by the end of the century. So, organizations will no longer have a steady stream of young workers and will likely have to turn to older workers to remain competitive in the global marketplace. The future multigenerational workforce will bring with it the challenge of maximizing the contributions of each generation. At the same time, the company will have to address the health, safety and welfare needs of all workers. With which the integration of this type of intervention will require the internal commitment of the company with better programs or plans that promote occupational health and safety at all levels (Flower et al., 2019).

Delving into the literature, it was identified that the prevalence of most health risk behaviors varies by gender, race/ethnicity, etc. (Kann, et al., 2014). But, in general, all workers are exposed to various occupational risk factors, such as poor working conditions, heavy physical load, stressful and insufficiently rewarded functions. Together with inadequate lifestyles, they end up causing health problems and ultimately negatively influencing their quality of life (Shi et al., 2020 , Weziak-Bialowolska et al., 2020). This is why monitoring this type of risky behavior should matter to companies, in order to understand how they could vary over time. Depending on the decrease, through plans or programs that promote occupational health and safety (Kann et al., 2016).

From a few years to date, it has been advocating that the promotion of healthy lifestyles at work complement occupational safety programs, as part of the update of the health and safety policy at work. Nevertheless, there are still weak and incoherent links between policy indicators and their materialization in daily practice (programs that promote health and safety at work) and few studies in this regard (Verra et al., 2019).

A recent research explains that there is a strong bidirectional relationship between life satisfaction and job satisfaction (life satisfaction impacts positively job satisfaction, and vice versa). It also suggests that in the case of depression and meaning in life, there is also empirical evidence of an effect of life well-being on job well-being (Weziak-Bialowolska et al., 2020).

Covid-19. Worker protection. Telecommuting. New sports strategies.

The COVID-19 pandemic has had a detrimental effect on the lives of people around the world and on many businesses. Given the novelty of the disease, its true impact on workers and companies remains to be determined (Davis et al., 2021; Pieh & Probst, 2020; Verra et al., 2019). In this regard, a recent study based on "stakeholder" theories sheds light on one of the few optimistic sides of the COVID-19 pandemic, since it also brings out the concept of internal corporate social responsibility in contributing to the resolution of conflicts and labor problems (Kholaf et al., 2022), which fuels hopes for a better working future (Pombo et al., 2020 & Verra et al., 2019).

The fundamental tool to face the catastrophe that came upon us with the arrival of COVID-19 at the time, were the national policies on health and safety at work. Luckily, on the one hand, they are obviously focused on prevention, but unfortunately, on the other hand, their compliance is relatively low. In addition to the problems that surfaced, many companies realized at the height of the pandemic that psychosocial risks are usually addressed in national policy, but were put into practice by institutions. Because current risk assessment methods are outdated and often lack psychosocial indicators (Weziak-Bialowolska et al., 2020). The eminent vaccine also came as a way to protect the worker, but in turn generated a lot of fear and a feeling of overwhelm, due to the rushed and massive production process and the short time to test it (Schwarzinger et al., 2021).

A proven issue so far is that with the arrival of COVID-19, four key issues emerged: being infected and infecting others, the unknown, isolation, and the demands of work. Considering the numerous uncertainties that arose, the workers experienced high levels of mental anguish and anxious-depressive states due to social isolation, loneliness, among other causes. Those that constitute emerging health conditions in people. Added to the already existing disparities that workers faced on a daily basis, before the pandemic began. However, more studies are needed to fully understand the magnitude and short- and long-term effects of COVID-19 (Pierce et al., 2021; Preti et al., 2020; Verra et al., 2019).

Another argument brought to light by COVID-19 is that better programs are needed to promote positive coping behaviors among at-risk and distressed workers. Recommendations are discussed for employers, occupational health and safety professionals and policy stakeholders, to further support workers (Verra et al., 2019). In short, the pandemic makes it clear that occupational health promotion appears infrequent in policy and practice, and its interpretation remains limited. This is why states should adopt policies that actively improve health and well-being in the workplace (Weziak-Bialowolska et al., 2020), thus policy makers could contribute to the decrease in public health interventions designed to protect and promote health (Kann et al., 2016).

Hence, the emergence of some immediate protection strategies, such as teleworking, also called online or remote work, which already existed, but which took a great rise in protecting workers against the virus. And despite the fact that a large part of the global workforce engaged in this form of mandatory work from home during the COVID-19 pandemic, the experience was not the same for everyone. Only telecommuters in large companies had experience because they were teleworking in teams before the national closures. These had more positive beliefs about remote work, greater acceptance of technology and better coping strategies, compared to the other groups of workers (Donati et al., 2021).

Other sports-focused worker protection programs also emerged, due to the proven positive effects on improving quality of life, social support and clinical depression and anxiety (Gil-Lacruz et al., 2021; Weziak-Bialowolska et al., 2020).

Digital Coach. Occupational Health

In the last few years, a series of technologies have emerged that can reduce the overall costs for the prevention or management of chronic diseases in companies. These technologies include devices that constantly monitor health indicators, those that self-administer therapies, or those that track health data in real time to monitor a patient's health. With increased access to high-speed internet and smartphones, many people have started using mobile applications (apps) to manage various health needs (Stieger et al., 2021; Dimitrov, 2016).

In the current context, influenced by the consequences of the arrival of COVID-19, organizations are beginning to understand the importance of a performance culture that promotes health. Due to the relevance of the organizational culture in the health and well-being of its workers, and by extension in its organizational performance, additional directives to the existing ones on safety and health at work must be designed. This type of culture consists of dimensions such as health goals, shared health values, a supportive health environment, goal-oriented and values-based behavior from leaders and employees, and a winning mindset. While noting the importance of individual HR factors, such as fun at work, engagement, and physical and mental health, in increasing organizational performance (Bjerke, 2020).

The digital transformation of healthcare favors the emergence of new business models and enables changes in work processes, increases in productivity, cost containment and improvements in customer experiences. Mobile apps today enable fitness, health education, symptom tracking, and collaborative disease management and care coordination. Recent research shows that sports programming, preferably online, helps companies to counteract the stress generated by returning to work after COVID-19 (Tan et al., 2020).

At the same time that the digital coach allows the worker to manage their time more freely, it quickly provides data analysts with relevant information. Data assessments must drive digital disruption to the world of healthcare, business processes, and real-time decision-making. The digital coach allows the emergence of a new category of "personalized preventive health coaches". Digital health advisors will possess the skills and ability to interpret and understand health and wellness data, being able to individually serve their clients (Dimitrov, 2016).

Empirical framework

Database

The empirical estimation has been carried out with the data provided by Wellwo SL. This company promotes the occupational health and well-being of employees and their corporate clients. The employees of its corporate clients recreate the content through the

Wellwo digital content platform, which is fully aligned with the Luxembourg Declaration.

This database allows us to analyze the access and use of the platform by employees. For the development of the research we have had monthly data from two companies with headquarters in Mexico (2021 and 2022). In total, the data corresponds to observations of 30,593 workers. For reasons of confidentiality, both the names of the companies and their workers have been treated anonymously.

Of these 30,593 workers with access to the service, 35% have visited the platform, that is, they have accessed it at least once and manually entered their general data. Regarding gender, the distribution of the sample of active workers is evenly distributed (52% of women, 48% of men). Regarding age, the youngest workers are 18 years old, and the oldest workers are 73, predominantly those belonging to the age range between (28-41). Due to the breadth of the age range, and the short time span in which Wellwo is operational for Mexico, this demographic variable has been reformulated in generational cohorts: Baby Boomer (workers who were born between 1949 and 1968), Generation X (1969 and 1980), Generation Y (1981 and 1994) and Generation Z (1995-2010).

For the remaining 65% of workers who, with the right to use it, have not registered, we only know which company they work for, and the year in which they could access the platform.

4.3 Methodology

For the modeling of this work, the STATA 14 Program has been used. Firstly, the correlation coefficients between the discharge points and the visualization of different sections have been calculated. For this, the *pwcorr* command was used, which shows all the pairwise correlation coefficients with their level of significance (* level of significance at 0.05).

Second, the probability of being an active user has been estimated. Since it is a dichotomous variable 0/1, the logit command has been used, which models the probability

of a positive result (1 = being an active user) given a set of independent variables (the company and the year of the survey).

Thirdly, and lastly, to explain the visualization of the different sections (doses, programs and news) and for the download points, estimates have been carried out using the regress command, which estimates these dependent variables of a quantitative nature using Minimum Ordinary squares.

The corporate client provides Wellwo with a list of the workers selected to benefit from the health promotion program. When workers activate their profile on the digital platform, content aimed at improving health (emotional, financial, physical, environmental and social) is available. These contents are presented in the form of doses (short videos lasting approximately one minute), programs (recorded classes) and news (short texts).

With a daily frequency, the worker receives dose or news updates in his email, therefore, having these reminder sections active by Wellwo. The visualization of the proposed activities and the correct report of the control questions, provide an individualized score to the worker. This score reflects the use made by the worker of the platform (temporary dynamics, programming and themes, etc.).

4.4 Results

Descriptive statistics

Table 4.1. identifies the beneficiary workers of the welfare program according to the type of company. Company 1 is the one that provides the highest percentage of workers with access to the platform (64%), while company 2 reports a lower percentage (36%). Regarding the period of time, 2021 was the year with the highest number of beneficiary workers of the platform (18,738 potential users, or what is equivalent to 61% of the total) compared to the year 2022 (11,855 potential users, or what which is equivalent to 39% of the total). February represents the month with the highest number of beneficiary workers of the platform (6,877 potential users, or what is equivalent to 22%) compared to March and April (630 potential users, or what is equivalent to 2% of the total). However, this conclusion should be taken with caution, since for the first company we have data for the

second half of 2021 and the first two months of 2022, and for the second all the months of 2021 and January and February 2022.

(See Table 4.1.)

Table 4.2. shows the data referring to the workers who, having access to the platform, have activated their profile on it, differentiating according to company and year. Regarding the temporality of the data analyzed, both companies 1 and 2 have been corporate clients of Wellwo since 2021, but company 1 started in the second half of 2021, while company 2 reports having started from the beginning of the company itself. year 2021. This staggered incorporation makes trend analysis difficult. While for company 1 in the month of July 2021 the highest use of the platform is observed (68%), for company 2 it is around 30% of use every month studied.

(See Table 4.2.)

Table 4.3. shows the demographic data of active users, differentiating by gender, generation, download points and viewing of different sections. Of the 30,593 workers with access to the platform, 10,623 have activated their profile. Of these, 52% are women and the remaining 48% are men. In addition, the highest percentage of these active users belongs to Generation Y (53%), followed by Generation X (25%), Baby Boomer (13%), and finally Generation Z (8%).

(See Table 4.3.)

Table 4.4. identifies the demographic profile of workers by company. Although the sample of active profiles is evenly distributed for the data set (52% women, 48% men), there are significant differences between companies. There is a greater predominance of women for company 1 (59% of active users), and of men for company 2 (67% of active users). Regarding generational cohorts, the highest percentage of active users corresponds to Generation Y workers, with Generation Z workers presenting the lowest percentage. Regarding the differences between companies, the Baby Boomers generation stands out (32% and 28%) in the percentage of active users.

(See Table 4.4.)

Table 3.5. shows the data referring to the points of download and viewing of the different sections by active users, differentiating according to company and month. In general, the doses contribute significantly to the score, and the programs to a lesser extent.

(See Table 4.5.)

Table 4.6. breaks down the access data to the platform according to the demographic characteristics of the active users. The Baby Boomer Generation is the one with the highest score. In men, the generation with the fewest points is Generation Z, while in women it is Generation X. For all generations, regardless of their gender, the highest accumulation of discharge points comes from the dose display, while the lowest varies depending on the gender and/or generation to which they belong (programs for women of Generation Y).

(See Table 4.6.)

Econometric analysis

Table 4.7. informs us about the correlation coefficients between the download points and the display of the different sections (significance level at 0.05). The accumulated score is the most correlated with the viewing of doses, followed by news and lastly by programs.

(See Table 4.7.)

Table 4.8. shows the estimation of having the active profile and the accumulation of download points according to company and months of data collection. In company 2 compared to company 1 and during 2021 compared to 2022 (taking into account the accumulation of months), their workers are more active with the digital platform. March, June, September and October are the months when workers are most active on the digital platform compared to January. Regarding the download points, the workers of company 2 present a lower accumulation, compared to the workers of company 1, where February and September are the months where the most download points are accumulated compared to the month of January.

(See Table 4.8.)

Table 4.9. shows the estimation of having the active profile for all users and the accumulation of points for active users. From it we observe that women are more likely to have the active profile compared to men. As for the generations, the coefficients confirm that both the women and men of Generation X have a lower tendency to have an active profile and accumulate fewer points than those of the Baby Boomer Generation.

(See Table 4.9.)

Table 4.10. shows the estimation of discharge points according to the interest in the different sections. Workers who watch news and doses accumulate more download points, while watching programs has a negative impact, replicating this result for women and men and for all generational cohorts such as generation X, Y and Z. For the Baby Boomer generation only it was statistically significant for news viewing.

(See Table 4.10.)

Table 4.11. focuses on the activity by sections according to the variables gender and generational cohort. Regarding gender differences, it is only conclusive that women watch more programs and news than men. As for the differences by generational cohort, roughly, the Baby Boomer Generation is the one that sees the most doses with respect to the rest of the generations.

(See Table 4.11.)

Lastly, Table 4.12. addresses the activity by sections according to the variables companies and period of time. Regarding the companies, workers of company 2 visualize the doses, programs and news more often than workers of company 1. Regarding the period of time, February is the month where the doses, programs and news are less visualized compared to January and the rest of the months

(See Table 4.12.)

4.5 Conclusions

From the analysis of the state of the art, our first hypothesis was confirmed. Occupational health and safety remains a domain of human resources that can be further developed,

because company managers continue to underestimate occupational risks. This situation causes preventable work-related accidents and illnesses to continue to occur. However, as an incentive we identified that, according to recent studies, internal corporate responsibility positively influences safety and health at work (Kholaf et al., 2022). Internal corporate responsibility is revealed as a tool to improve health conditions and labor welfare.

With data from a digital coach company, we also managed to ratify our second hypothesis. The analysis of access and use of digital platforms dedicated to healthy content allows knowing the interests on worker protection. Regarding the third hypothesis, we find empirical evidence that women and workers of the Babyboomer generation watch more programs and news with healthy content than men and workers of later generations.

Finally, our fourth and last hypothesis is also approved. The digital coach is an effective worker protection strategy in times of COVID-19, specifically for women, who watch more programs and news than men.

Policy implications

Persistent organizational and work stress leads inexorably to reduced work capacity and deterioration of occupational health indicators. Therefore, proactive coping in terms of labour well-being can be considered an important positive predictor of optimal employee performance, both at the individual and organizational levels. (Elena Starchenkov, 2020). However, today the current solutions aimed at improving the working and personal conditions of workers are not efficient enough (Mendes et al., 2019, Vega-Monsalve, 2017).

Our research encourages companies to strengthen internal corporate responsibility resources to improve business performance. The digital coach helps workers avoid diet-related chronic diseases, improve cognitive function, achieve better mental health and achieve a better lifestyle in general. As the world's population ages, these HR business functions will become increasingly important (Dimitrov, 2016). Question that decision

makers of business objectives and strategies related to occupational health and safety must take into account.

Limitations and future research

The empirical study is carried out for the months between 2021 and 2022, so the time horizon of the investigation must be taken into account for upcoming and future explorations.

Although the research provides more empirical evidence on the sociodemographic determinants of access and use of digital platforms dedicated to healthy content, it would be pertinent to ratify the results with panel data to follow the evolution of access and use of the same person. over time. Linked to permanence decisions, it would have been desirable to have information on the degree of satisfaction with the service, in order to infer strategies, not only for recruitment, but also for loyalty.

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4.7 Annex 4

Table 4.1. Workers with access to the platform

	N. Observations	Mean	Standard Deviation
Company 1	19.600	64%	0,48
Company 2	10.993	36%	0,48
Year 2021	18.738	61%	0,49
Year 2022	11.855	39%	0,49
Month January	6.203	20%	0,40
Month February	6.877	22%	0,42
Month March	630	2%	0,14
Month April	630	2%	0,14
Month May	629	2%	0,14
Month June	765	3%	0,16
Month July	794	3%	0,16
Month August	825	3%	0,16
Month September	1.140	4%	0,19
Month October	1.750	6%	0,23
Month November	5.151	17%	0,37
Month December	5.199	17%	0,38
Cumulative months	30.593	7%	2,71
Active period	10.623	35%	0,48

Source: Authors' elaboration

Table 4.2. Workers with active profile on the platform by company and year

			Mean	Standard Deviation
Company 1	Year 2021	Month June	68%	0,40
		Month July	57%	0,40
		Month August	52%	0,40
		Month September	50%	0,40
		Month October	47%	0,20
		Month November	39%	0,10
		Month December	39%	0,10
	Year 2022	Month January	33%	0,10
		Month February	33%	0,10
Company 2	Year 2021	Month January	30%	0,20
		Month February	29%	0,20
		Month March	39%	0,20
		Month April	32%	0,20
		Month May	29%	0,20
		Month June	28%	0,20
		Month July	25%	0,20
		Month August	28%	0,20
		Month September	35%	0,20
		Month October	33%	0,10
		Month November	34%	0,20
		Month December	32%	0,10
	Año 2022	Month January	33%	0,20
		Month February	26%	0,10

Source: Authors' elaboration

Table 4.3. Variables related to active users

Variable	Description	Mean	St. Dev.
Woman	Value 1 if the worker is male, 0 in case of female worker	52%	0,50
Man	Value 1 if the worker is female, 0 in case of male worker	48%	0,50
Baby Boomer	Value 1 if the worker belongs to the Baby boomer generation (1949-1968), 0 if not.	13%	0,34
Generation X	Value 1 if the worker belongs to generation X (1969-1980), 0 if not.	25%	0,44
Generation Y	Value 1 if the worker belongs to generation Y (1981-1994), 0 if not.	53%	0,50
Generation Z	Value 1 if the worker belongs to generation Z (1995-2010), 0 otherwise	8%	0,27
Download points	Annual discharge points	1.285,46	3.205,64
Dose display	Annual dose display	16,06	0,40
View programs	Viewing annual programs	2,44	0,11
News display	Annual News View	3,12	0,09
Company 1	Value 1 if the user works in company 1, 0 otherwise	68%	0,47
Company 2	Value 1 if the user works in company 2, 0 otherwise	32%	0,47
Year 2021	Value 1 if the observation corresponds to the year 2021, 0 otherwise	64%	0,48
Year 2022	Value 1 if the observation corresponds to the year 2022, 0 otherwise	36%	0,48
Month January	Value 1 if the observation corresponds to the month of January, 0 otherwise	19%	0,39
Month February	Value 1 if the observation corresponds to the month of February, 0 otherwise	20%	0,40
Month March	Valor 1 si la observación corresponde al mes de Marzo, 0 en caso contrario	2%	0,15
Month April	Value 1 if the observation corresponds to the month of April, 0 otherwise	2%	0,14
Month May	Value 1 if the observation corresponds to the month of May, 0 otherwise	2%	0,13
Month June	Value 1 if the observation corresponds to the month of June, 0 otherwise	3%	0,16
Month July	Value 1 if the observation corresponds to the month of July, 0 otherwise	2%	0,15
Month August	Value 1 if the observation corresponds to the month of August, 0 otherwise	3%	0,16
Month September	Value 1 if the observation corresponds to the month of September, 0 otherwise	4%	0,19
Month October	Value 1 if the observation corresponds to the month of October, 0 otherwise	6%	0,25
Month November	Value 1 if the observation corresponds to the month of November, 0 otherwise	19%	0,39
Month December	Value 1 if the observation corresponds to the month of December, 0 otherwise	18%	0,39
Cumulative months	Cumulative number of months	7,52	2,66

Source: Authors' elaboration

Table 4.4. Distribution of the sample active profile by company (n. Observations = 10,623)

	<i>Woman</i>	<i>Man</i>	<i>BabyBoomer</i>	<i>GX</i>	<i>GY</i>	<i>GZ</i>
<i>Company 1</i>	59%	41%	6%	24%	60%	10%
<i>Company 2</i>	33%	67%	21%	23%	49%	6%

Source: Authors' elaboration

Table 4.5. Correlation of download points and display of different sections (no. Observations = 10,623)

	Download points	Dose display	View programs	News display
Download points	1,0000	--	--	--
Dose display	0,1938*	1,0000	--	--
View programs	0,1468*	0,6654*	1,0000	--
News display	0,2079*	0,6862*	0,8220*	1,0000

All coefficients are statistically significant at 0,05 level.

Source: Authors' elaboration

Table 4.6. Different download and view points of active users of the different sections according to company and year (n. Observations = 10,623)

		Download points		Dose display		View programs		News display	
		Media	DT	Media	DT	Media	DT	Media	DT
Man	Baby Boomer	607,04	0,44	18,48	1,02	1,58	0,25	2,23	0,23
	Generation X	816,94	0,44	12,08	0,52	1,64	0,20	2,36	0,21
	Generation Y	675,40	30,4	9,25	0,44	2,16	0,18	2,50	0,15
	Generation Z	549,12	0,65	6,65	0,79	1,20	0,30	2,29	0,38
Woman	Baby Boomer	2.148,69	2,66	22,08	1,53	2,98	0,49	3,29	0,39
	Generation X	159,55	1,09	20,78	1,97	3,07	0,38	3,02	0,27
	Generation Y	946,63	0,37	7,87	0,30	0,97	0,09	1,59	0,09
	Generation Z	676,51	0,66	6,65	0,61	1,10	0,24	1,72	0,26

Source: Authors' elaboration

Table 4.7. Download and display points different sections according to demographic characteristics of active users (n. Observations = 10,623)

		Download points		Dose display		View programs		News display	
		Average	DT	Average	DT	Average	DT	Average	DT
Company 1	Year 2021	432,61	0,13	3,42	0,10	0,13	0,02	0,68	0,03
	Year 2022	900,84	0,33	2,89	0,09	0,09	0,02	0,46	0,03
Company 2	Year 2021	173,44	0,08	9,66	0,43	2,19	0,12	1,97	0,10
	Year 2022	255,35	0,23	11,79	0,82	2,07	0,22	2,27	0,20

Source: Authors' elaboration

Table 4.8. Estimate to have the active profile for all users and discharge points for active users

	Active User (N. = 30.593)				Download points (N. = 10.623)			
	Model 1		Model 2		Model 1		Model 2	
	dy/dx	P-value	dy/dx	P-value	Coef.	P-value	Coef.	P-value
Company 1	--	--	--	--	--	--	--	--
Company 2	-0,05	0,00	-0,08	0,00	-1,15	0,00	-719,29	0,00
Cumulative months	-0,68	0,00		--	1,26	0,00	--	--
Year 2021	--	--	0,04	0,01	--	--	-1139,25	0,00
Year 2022	--	--	--	--	--	--	--	--
Month January	--	--	--	--	--	--	--	--
Month February	--	--	-0,02	0,06	--	--	636,49	0,00
Month March	--	--	0,10	0,00	--	--	211,72	0,42
Month April	--	--	0,02	0,33	--	--	269,40	0,33
Month May	--	--	-0,01	0,60	--	--	308,82	0,29
Month June	--	--	0,04	0,10	--	--	382,04	0,14
Month July	--	--	-0,01	0,77	--	--	460,23	0,08
Month August	--	--	0,01	0,56	--	--	469,40	0,07
Month September	--	--	0,06	0,01	--	--	683,54	0,00
Month October	--	--	0,06	0,00	--	--	405,06	0,06
Month November	--	--	0,02	0,33	--	--	279,31	0,16
Month December	--	--	0,01	0,55	--	--	289,02	0,15
Pseudo-R2	0,01		0,01		0,03		0,05	

Source: Authors' elaboration

Table 4.9. Estimate to have the active profile for all users and discharge points for active users

	Active user (N. = 30.593)						Download points (N. = 10.623)					
	Total		Woman		Man		Total		Woman		Man	
	dy/dx	P-value	dy/dx	P-value	dy/dx	P-value	Coef	P-value	Coef.	P-value	Coef.	P-value
Woman	0,11	0,00	--	--	--	--	553,00	0,00	--	--	--	--
Man	--	--	--	--	--	--	--	--	--	--	--	--
Baby Boomer	--	--	--	--	--	--	--	--	--	--	--	--
Generation X	-0,01	0,54	-0,04	0,10	0,01	0,60	-1,58	0,99	-582,12	0,00	305,74	0,00
Generation Y	-0,10	0,00	-0,10	0,00	-0,11	0,00	-374,32	0,00	-1.288,01	0,00	290,78	0,00
Generation Z	-0,13	0,00	-0,15	0,00	-0,10	0,00	-691,26	0,00	-1.608,17	0,00	60,14	0,68
Pseudo-R2	0,02		0,01		0,02		0,01		0,01		0,01	

Source: Authors' elaboration

Table 4.10. Estimated discharge points (n. Observations = 10,623)

	Total		Woman		Man		BabyBoomer		Generation X		Generation Y		Generation Z	
	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t
Dose Display	4,29	0,00	4,85	0,00	3,31	0,01	0,68	0,89	5,20	0,00	4,14	0,03	3,77	0,00
View Programs	-20,25	0,00	-20,90	0,02	-19,68	0,00	-4,15	0,84	-31,22	0,00	-37,63	0,00	-19,74	0,00
News Display	59,58	0,00	56,30	0,00	64,40	0,00	65,44	0,01	74,00	0,00	85,58	0,00	62,35	0,00
Pseudo-R2	0,03		0,02		0,07		0,01		0,03		0,06		0,03	

Source: Authors' elaboration

Table 4.11. Estimation of dose visualization, programs and news (n. Observations = 10,623)

	Dose display						View programs						News display					
	Total		Woman		Man		Total		Woman		Man		Total		Woman		Man	
	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t
Woman	0,18	0,82	--	--	--	--	-0,60	0,01	--	--	--	--	-0,84	0,00	--	--	--	--
Man	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Baby Boomer	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Generation X	-4,50	0,00	-5,69	0,81	-8,20	0,00	0,38	0,31	0,25	0,65	0,14	0,78	0,22	0,50	-0,18	0,69	0,26	0,57
Generation Y	-12,76	0,00	-15,72	0,00	-9,61	0,00	-0,27	0,43	-2,25	0,00	1,40	0,00	-0,18	0,54	-1,78	0,00	1,11	0,01
Generation Z	-15,53	0,00	-16,95	0,00	-14,13	0,00	-0,81	0,10	-2,00	0,00	-0,20	0,80	-0,25	0,56	-1,51	0,01	0,66	0,36
Pseudo-R2	0,01		0,02		0,01		0,00		0,01		0,02		0,01		0,00		0,00	

Source: Authors' elaboration

Table 4.12. Estimated visualization of dose, programs and news

	Dose display				View programs				news display			
	Model 1		Model 2		Model 1		Model 2		Model 1		Model 2	
	Coef.	P-Value	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t	Coef.	P>t
Company 1												
Company 2	22,50	0,00	28,74	0,00	6,57	0,00	7,14	0,00	4,66	0,00	6,13	0,00
NUMBER MONTHS	1,16	0,00	--		0,09	0,04	--	--	0,28	0,00	--	--
Year 2021	--	--	-22,23	0,00	--	--	-2,65	0,00	--	--	-5,29	0,00
Year 2022	--	--	--	--	--	--	--	--	--	--	--	--
Month January	--	--	--	--	--	--	--	--	--	--	--	--
Month February	--	--	-2,46	0,04	--	--	0,27	0,43	--	--	-0,16	0,58
Month March	--	--	7,56	0,02	--	--	0,93	0,32	--	--	1,45	0,07
Month April	--	--	10,53	0,00	--	--	2,00	0,04	--	--	2,71	0,00
Month May	--	--	19,37	0,00	--	--	2,70	0,01	--	--	3,99	0,00
Month June	--	--	20,57	0,00	--	--	5,99	0,00	--	--	5,38	0,00
Month July	--	--	22,05	0,00	--	--	3,95	0,00	--	--	5,60	0,00
Month August	--	--	21,46	0,00	--	--	2,55	0,01	--	--	5,50	0,00
Month September	--	--	9,86	0,00	--	--	1,22	0,13	--	--	4,03	0,00
Month October	--	--	15,96	0,00	--	--	2,72	0,00	--	--	5,35	0,00
Month November	--	--	17,92	0,00	--	--	2,86	0,00	--	--	5,09	0,00
Month December	--	--	22,40	0,00	--	--	2,91	0,00	--	--	5,74	0,00
Pseudo-R2	0,09		0,09		0,08		0,08		0,06		0,07	

Source: Authors' elaboration

CONCLUSIONES GENERALES

CONCLUSIONES GENERALES

I. Conclusiones

El objetivo general de esta Tesis Doctoral es analizar, desde la perspectiva de las Ciencias Económicas y Empresariales, la RSCI como política empresarial de RRHH para el logro de las organizaciones saludables. Con el desarrollo de la misma se pretende dar respuesta a los siguientes interrogantes:

- ¿Tributa la RSCI al cumplimiento de los ODS? (Capítulo 1)
- ¿Cuáles son los factores más importantes en la formación de los valores económicos y laborales de los trabajadores? (Capítulo 2)
- ¿Afecta el trabajo a la salud, la satisfacción con la vida y la felicidad de los trabajadores? (Capítulo 2)
- ¿Cómo influye la confianza en las instituciones en la percepción de los trabajadores hacia la tecnología y su impacto en la calidad de vida? (Capítulo 3)
- ¿Pueden ofrecer las plataformas digitales sobre contenidos saludables estrategias efectivas de gestión de personas a las empresas? (Capítulo 4)

La presente investigación contribuye a un mayor reconocimiento de la efectividad de la RSCI en América Latina. Proporciona a los empresarios y responsables políticos herramientas y estrategias empresariales sobre la gestión de recursos que posibilitan una eficaz promoción de la salud en el lugar de trabajo. El aporte de esta Tesis Doctoral radica en la utilización de datos similares a los de investigaciones realizadas en los contextos estudiados con más frecuencia, como los de países europeos, China y EE.UU.

La principal conclusión de esta Tesis Doctoral es que la RSCI constituye un instrumento imprescindible en el logro de organizaciones saludables. Debido a las diversas aristas inherentes al tema, estructuramos la tesis en cuatro capítulos interrelacionados entre sí con un nexo en común: proponer estrategias de RSCI enfocadas al logro de organizaciones saludables en Latinoamérica.

En el capítulo 1 se realizó un estudio sobre desarrollo de la RSCI y el cumplimiento de los ODS. Se llevó a cabo un meta-análisis, donde se analizaron artículos indexados en las

bases de datos *Scopus* y *Wos* para el período de tiempo comprendido entre 2015 y 2021. Este trabajo permitió identificar que la mayor producción académica en la literatura científica sobre el tema tuvo lugar en el 2020, perteneciendo el 27% a *Wos* y el 35% a *Scopus*.

Al comparar las principales revistas con mayor número de artículos, en ambas bases de datos, observamos que estos se centran en la gestión y la sostenibilidad, lo que pone de manifiesto la importancia del tema de investigación para las organizaciones. La RSC, en concreto la RSCI, está muy presente en las estrategias de investigación empresarial, contando además con perspectivas de crecimiento importantes a medio y largo plazo.

En este primer capítulo se identificaron cuestiones abiertas en la gestión de personas, además de importantes limitaciones en la integración de la teoría en la práctica, en especial desde un enfoque de las partes interesadas de la RSC (Ibarnia et al., 2020). Por lo tanto, el apoyo de los gobiernos en materia de principios y políticas de RSCI es fundamental para fortalecer la gestión de los recursos humanos, en el marco del cumplimiento de los ODS.

Este capítulo ayuda a clarificar las razones por las que la RSC concibe retornos positivos. Nos permite afirmar que el aumento en la retención del talento y la satisfacción de los empleados se debe a un mayor compromiso de la empresa con sus trabajadores. Además, este compromiso puede mejorarse, entre otros medios, con la implementación de una adecuada política de RSC por parte de los líderes corporativos. En consecuencia, concluimos que la RSC representa una herramienta clave para fomentar la eficacia y la sostenibilidad de las empresas.

Esta Tesis Doctoral, mediante su primer capítulo, propone a las empresas que consideren que su responsabilidad social debe estar basada en el compromiso con las partes interesadas para la consecución de la sostenibilidad corporativa (Tworzydło et al., 2021). Además, a la hora de adoptar una estrategia de RSCI, las empresas deben considerar, en conjunto, los factores culturales y estructurales, los valores de la organización, el estilo de gestión, el empoderamiento y el trabajo en equipo (Revuelto-Taboada et al., 2021).

Hemos aportado evidencia empírica para que las empresas comprendan e internalicen la importancia de la RSCI en su orientación organizacional hacia el bienestar laboral (Pérez et al., 2018) y, por ende, la relevancia del camino hacia el logro de empresas saludables. En definitiva, la RSCI responde a la demanda de prácticas que afectan a la salud y productividad de los empleados (Jenny et al., 2020). Procuramos, además, que los líderes empresariales adquieran conciencia de que la falta de condiciones de trabajo favorables ocasiona problemas para la salud, influyendo de forma negativa en el bienestar y la productividad de los empleados y las empresas (Crizzle et al., 2018). Exhortamos a los empresarios a valorar el hecho de que se puede alcanzar una mayor productividad cuando la empresa se preocupa por la salud de sus trabajadores (López-Fernández et al., 2018; Luu, 2021).

Nuestra intención es sensibilizar a las empresas sobre su papel en la contribución hacia la creación de una sociedad mejor y de su responsabilidad hacia los empleados y las múltiples partes interesadas (Andreu Pinillos et al., 2020; Ifada et al., 2021).

Tomando como punto de partida la revisión sistemática del primer capítulo, consideramos importante realizar en el segundo, otra revisión de la literatura tipo meta-análisis y un estudio empírico sobre la generación de los valores económicos y laborales en los trabajadores de América Latina.

La principal contribución de este segundo capítulo radica en demostrar en qué medida las percepciones económicas y laborales de los trabajadores cambian durante la transformación del lugar de trabajo (Brumley, 2018), en función de sus características sociodemográficas. Para el desarrollo de este capítulo se utilizaron los datos provenientes de la *World Value Survey* (WVS) (periodo: 2009-2022), abarcando cinco países de América Latina: Brasil, Chile, Colombia, México y Perú. El objetivo fue doble: primero demostrar que no existen estudios previos sobre el tema de investigación para la muestra y período de tiempo seleccionados y segundo, llevar a cabo un estudio empírico que identificara los principales determinantes de los valores económicos y laborales de los trabajadores latinoamericanos.

Con tal fin, empleando el software *Vosviewer*, calculamos la co-ocurrencia y mapeamos el estado del arte. Mediante el modelo *Logit* llevamos a cabo las estimaciones de los valores económicos y laborales de los trabajadores en Latinoamérica. Haciendo uso del método de descomposición de *Blinder-Oaxaca* analizamos por qué los trabajadores con bienestar alto reportan mejores valores económicos que los trabajadores con un bienestar menor.

La realización de este capítulo nos permitió llegar a la conclusión de que las trabajadoras latinoamericanas son menos propensas a pensar que la competencia económica es buena, frente a la visión de los hombres. Como es esperable, a mayor educación y nivel de ingresos, mejor es la valoración que hacen los trabajadores latinoamericanos sobre la competencia y el trabajo.

Por otro lado, las variables macro apuntan a la necesidad de mejorar el bienestar económico de los trabajadores. Los resultados muestran que el valor que toma el Producto Interior Bruto per capita (*PIBpc*) influye en la percepción favorable sobre el esfuerzo y el trabajo bien hecho en sus vidas. Esta repercusión es mayor para los auto-empleados que los empleados por cuenta ajena. En primer lugar, se identifica el índice de desigualdad (*GINI*) como el más relevante de los indicadores macro, tal que, a mayor desigualdad, los empleados latinoamericanos tienden a valorar mejor el esfuerzo en el trabajo y la competencia. Concluimos, además que, en América Latina, los autónomos tienen más miedo a perder el trabajo que los asalariados, lo que revela que el emprendimiento en esta zona geográfica está más relacionado con una necesidad de gestionar su propio trabajo, que con un deseo de enriquecimiento. De hecho, los autoempleados reportan peores niveles de bienestar (salud, felicidad y satisfacción con la vida) que los trabajadores por cuenta ajena.

Este capítulo sirve de guía para que los encargados de gestionar el talento humano en las empresas, tengan en cuenta que el bienestar social laboral es un fenómeno ligado al contexto (Colenberg et al., 2021). El bienestar social está muy relacionado con la percepción laboral de los empleados, provocando múltiples resultados beneficiosos, como la satisfacción laboral, el compromiso y la mejora de la salud física y mental de los empleados (Daniels et al., 2017; Erdogan & Bauer, 2021; Lonnqvist et al., 2021).

Este mismo capítulo confirma que las variables macro repercuten en todas las dimensiones de bienestar estudiadas (salud, felicidad y satisfacción con la vida). La felicidad constituye el estado de bienestar donde más se marca la desigualdad en los trabajadores por cuenta ajena y la salud para los auto-empleados. Mejorar el bienestar de los trabajadores de América Latina, especialmente su salud y felicidad, favorecerá su opinión sobre la competencia y el valor del trabajo. Finalmente, cada categoría laboral tiene su propia valoración sobre la percepción de las dimensiones del bienestar en el trabajo.

Este segundo capítulo constituye una guía para los decisores políticos y empresarios en América Latina porque apunta las variables micro y macro que intervienen en los valores económicos y laborales de los trabajadores de esa zona geográfica.

Una vez analizados los determinantes de los valores económicos y laborales en América Latina, nos propusimos en el tercer capítulo explorar la influencia que ejerce la confianza en las principales instituciones (grandes empresas y bancos) sobre la percepción que el desarrollo tecnológico tiene en la satisfacción vital de los trabajadores. Para ello se utilizaron datos provenientes de la *World Value Survey* (WVS) y del Banco Mundial (período: 2011-2022), contemplando seis países latinoamericanos: Argentina, Brasil, Chile, Colombia, México y Perú. Para realizar el estudio empírico acerca de la percepción del desarrollo tecnológico y sus consecuencias para las personas de América Latina, tomamos la siguiente perspectiva como punto de partida: La satisfacción vital que aporta la tecnología entre los trabajadores se reduce cuando la confianza institucional es baja (Nadirov et al., 2021).

Nuestras principales conclusiones apuntan a que una confianza alta en las grandes empresas se asocia de forma positiva con estar de acuerdo con que la tecnología hará la vida más fácil, cómoda y saludable en un futuro próximo, una vez analizado que la confianza se relaciona con el desarrollo económico y con el bienestar social de las comunidades (Murtin et al., 2018).

Este capítulo pretende que las empresas interioricen que la calibración adecuada de la confianza para una gestión tecnológica eficaz, requiere una contabilidad adecuada y

visibilidad correcta (Gebru et al., 2022). De esta forma, ser confiable resulta un activo intangible estratégico para las empresas, pues la confianza influye de forma positiva en la actitud de los individuos que se relacionan con ella (Fuoli & Hart, 2018). Así, la confianza institucional debe verse como cuestión central para establecer, desarrollar y mantener entre las partes interesadas la negociación empresarial efectiva (Masri et al., 2021).

La principal conclusión de este capítulo radica en que la confianza en las grandes empresas y bancos refuerza la percepción de los trabajadores latinoamericanos sobre que el desarrollo tecnológico tendrá un impacto positivo en sus vidas. De hecho, el desarrollo tecnológico ofrece mucho potencial para continuar mejorando las condiciones de vida de las personas de forma sostenible. La cuestión clave es la forma en cómo estas tecnologías se utilizan e integran en las condiciones de trabajo (Mabkhot et al., 2021). Por esta razón, exhortamos a las empresas a enfocar su gestión reforzando el empleo e integración, para que las actividades involucradas con la tecnología sean exitosas y sostenibles (Shin et al., 2019).

Con este capítulo pretendemos que tanto las empresas como los trabajadores tengan en cuenta que la confianza en las organizaciones no puede tratarse solo como un indicador de los resultados de sus políticas (Jamil & Baniamin, 2021), debido a que existe una correlación positiva entre esta confianza y la confianza social, tanto a nivel agregado de país, como a nivel individual (Nadirov et al., 2021). De ahí que otra de nuestras conclusiones apunte a que la investigación futura debería apoyarse en una metodología experimental, que aporte evidencia en torno a si la confianza es una consecuencia de las actitudes de las personas o influye en sus actitudes hacia una tecnología (Siegrist, 2021).

Para cualquier responsable político, el fin último es siempre encontrar el punto óptimo: ¿Cuánta normalización debe llevarse a cabo para que se fomente el avance tecnológico, sin que ahogue a las personas? y, del mismo modo ¿Cuánto esfuerzo debe dedicarse al avance tecnológico para que no sólo pueda ayudar al desarrollo de normas, sino también evitar problemas como la incompatibilidad y la fragmentación social? En el contexto de las economías emergentes, las implicaciones políticas son probablemente aún más fuertes que en los países desarrollados. Esto se debe a que existe un fuerte deseo de promover el

avance tecnológico (Jiang et al., 2018), lo cual consideramos fundamental para América Latina, al influir transversalmente en la disminución su crónica fragmentación social.

Alentamos, además, a los decisores públicos y responsables de las empresas a que valoren en su gestión cómo la tecnológica mejora la participación de los *stakeholders*. Para ello deben tener en cuenta que el hecho de residir en una región en declive económico deprime directamente la confianza institucional. Debido a que las zonas económicamente atrasadas dan la espalda a la gobernanza (Lipps & Schraff, 2021), la participación de los ciudadanos en la evaluación y selección de la tecnológica a utilizar es especialmente recomendable (Weinberger et al., 2021).

Finalmente, la constante innovación tecnológica puede generar tecnoestrés (Rodríguez-Vásquez et al., 2021) y/o un persistente estrés organizativo y laboral, que conduce inexorablemente a una reducción de la capacidad de trabajo y a un deterioro de los indicadores de salud laboral. Por ello, un afrontamiento proactivo en materia de bienestar laboral se convierte en un importante predictor positivo para el desempeño óptimo del empleado, tanto a nivel individual como organizativo (Starchenkov, 2020).

El cuarto capítulo de esta Tesis Doctoral profundiza en los determinantes del acceso y uso de los contenidos de promoción de la salud y bienestar laboral de la plataforma digital de la empresa *Wellwo*. La muestra la constituyó las observaciones de 30.593 trabajadores de dos empresas ubicadas en México para los años 2021 y 2022. El contenido digital saludable cobra cada día más importancia en el mundo empresarial, por el acceso generalizado a internet, y especialmente a partir del confinamiento obligatorio causado por la pandemia de COVID-19. Sin embargo, las soluciones actuales dirigidas a mejorar las condiciones de trabajo y personales de los trabajadores no son lo suficientemente eficientes (Mendes et al., 2019; Vega-Monsalve, 2017).

Así, el último capítulo, que da cierre a esta Tesis Doctoral, recomienda a las empresas a reforzar los recursos de RSCI orientados a mejorar la salud y seguridad en el lugar de trabajo. Como estrategia empresarial, el *digital coach* puede ayudar a los trabajadores a evitar enfermedades crónicas relacionadas con la dieta, a mejorar la función cognitiva, a conseguir una mejor salud mental y a lograr un mejor estilo de vida en general. A medida

que la población mundial envejece y la edad de los jubilados se retrasa, estas funciones empresariales de recursos humanos serán cada vez más importantes (Dimitrov, 2016). Así, esta cuestión debe ser internalizada por los decisores de los objetivos y estrategias empresariales relacionadas con la salud y seguridad.

La principal contribución del capítulo final al estado del arte se fundamenta en la base de datos. El estudio de un caso nos permitió analizar una estrategia corporativa de promoción de la salud mediante una plataforma digital (*digital coach*).

Entre sus principales resultados destacamos que la salud y seguridad laboral sigue siendo una tarea inconclusa. Los responsables de las empresas en Latinoamérica continúan subestimando los riesgos laborales, por lo que resta un largo camino para avanzar hacia las empresas saludables (Arenas, 2019).

Según los datos de la Organización Panamericana de la Salud (OPS/OMS, 2023), en América Latina acontecen aproximadamente 36 lesiones por minuto y 300 muertes diarias ligadas al trabajo, las cuales se podrían prevenir mediante estrategias y herramientas que permitan el diagnóstico de los riesgos laborales. (Delgado et al., 2017). Con respecto a ello, hemos identificado estudios recientes que plantean que la RSCI influye positivamente sobre la salud y seguridad en el trabajo (Gómez, 2022; Kholaf et al., 2022), por lo que la RSCI se revela como una herramienta para mejorar las condiciones de salud y bienestar laboral.

Otra de las conclusiones del capítulo final es que el análisis del acceso y el uso de las plataformas digitales dedicadas a contenidos saludables permite conocer los intereses sobre promoción de la salud y prevención del trabajador. Con las observaciones muestrales, comprobamos que las mujeres versus hombres y los trabajadores de la generación *Baby boomer* versus trabajadores de generaciones más tardías, visualizan más programas y noticias de contenido saludable. Esto pone un punto de mira hacia dónde deben ir las nuevas estrategias de salud y seguridad en el trabajo, pues se identifican las generaciones y el género que consumen más o menos contenidos digitales saludables. En definitiva, el acceso y uso de las plataformas digitales dedicadas a contenidos saludables permite analizar los intereses de los trabajadores. Así, el *digital coach* es una

estrategia corporativa efectiva para ayudar a que el trabajador se cuide y aumente su bienestar. Controlar los resultados por género y cohortes generacionales nos permitió entender para qué grupos poblacionales los contenidos son más atractivos, y para cuáles habría que rediseñarlos.

La principal aportación de esta Tesis Doctoral consiste en abordar un tema de actualidad con el rigor de una investigación académica, fundamentando los resultados con datos actuales, en un contexto geográfico que requiere mayor atención científica y mediante técnicas econométricas avanzadas.

La variedad de nuestro público y el tema que aborda, encuadra esta Tesis Doctoral en el marco del Programa de Doctorado en Economía y Gestión de las Organizaciones de la Universidad de Zaragoza. No solo nos importa recalcar la relación existente entre la RSCI y la generación de ingresos empresariales, sino que, además, queremos resaltar que configura externalidades positivas para toda la sociedad (Bhattacharyya & Verma, 2020).

Esta Tesis Doctoral muestra un amplio campo de estudio en el área de Economía y la Dirección de Empresas. De tal forma, Economía y Empresa se pueden unir para realzar las implicaciones que conllevan las prácticas y discursos en la gestión de los recursos humanos. Esto nos permite destacar la relevancia de la gestión de los recursos humanos como un tema de investigación relevante, para avanzar en estudios organizacionales y de gestión.

La presente investigación apoya un cambio social positivo, que incluye una mejor comprensión de las diferencias sociodemográficas y económicas, con el fin de crear mejores entornos de trabajo y una visión más positiva de las nuevas estrategias de salud y seguridad en el trabajo. La presente Tesis Doctoral ha tratado cuestiones macro (elementos nacionales), meso (empresas y organizaciones) y micro (actores, trabajadores) para avanzar hacia las organizaciones saludables.

Como indicamos en la introducción general, los principales resultados obtenidos son útiles para la dirección y gestión del talento humano en las empresas, lo que potencia el crecimiento y la rentabilidad empresarial, al conducir su estilo de dirección a una mejor compensación y generación de externalidades que corrigen estilos y calidad de vida social

de las personas. Desde la perspectiva de la teoría de las partes interesadas o “*stakeholders*” (Freeman, 2010), se exige a las empresas que sean más responsables con la sociedad (Mozas *et al.*, 2010).

Esta investigación contribuye a la interpretación, medición y difusión de los ODS, en particular con los ODS 3 (Garantizar una vida sana y promover el bienestar para todas y todos en todas las edades), 8 (Promover el crecimiento económico sostenido, inclusivo y sostenible, el empleo pleno y productivo y el trabajo decente para todas y todos), 16 (Promover sociedades pacíficas e inclusivas para el desarrollo sostenible, facilitar el acceso a la justicia para todos y crear instituciones eficaces, responsables e inclusivas a todos los niveles).

Identificamos estrategias empresariales de recursos humanos que mejoran la calidad de vida de la ciudadanía, fomentando la inclusión social, la reducción de la pobreza y la mejora de la gestión de sus recursos humanos.

Los resultados de este trabajo apuntan a la necesidad de un mayor impulso de políticas de recursos humanos, específicamente de salud y seguridad en el lugar de trabajo, con énfasis en la RSCI. Estas políticas son especialmente necesarias en contextos de crisis económica y de desigualdad social.

Nuestros resultados muestran las actitudes que influyen en la valoración de las personas hacia el trabajo y qué características intervienen en la generación de valores económicos y laborales de los trabajadores. Además, muestra la influencia que ejerce la confianza en las instituciones y en los bancos sobre la percepción que el desarrollo tecnológico tiene en la satisfacción vital de las personas.

Finalmente identifica los determinantes del acceso y uso de los contenidos de promoción de la salud y bienestar laboral de manera digital, encaminados a mejorar las estrategias empresariales sobre salud y seguridad en el lugar de trabajo. Este es el motivo por el que proponemos que los análisis de esta Tesis Doctoral se repliquen dentro de las organizaciones. Al replicar nuestro análisis en las empresas, estas aumentarían su conocimiento e identificarían debilidades existentes en su gestión (Ibarnia *et al.*, 2020, Starchenkov, 2020).

Por último, la presente Tesis Doctoral propone futuras líneas de investigación en el ámbito de la RSCI. La propuesta se ha derivado de los resultados obtenidos en el campo de la dirección de empresas, en concreto en la gestión del talento humano. Estas líneas responden al objetivo del programa de Doctorado en Economía y Gestión de las Organizaciones y a la línea de investigación de Recursos Humanos (Universidad de Zaragoza).

Primero, proponemos a la comunidad científica con intereses en RSCI, que contextualicen sus estudios en América Latina, debido a la falta de evidencia empírica sobre el tema en esa región (Ibarnia et al., 2020, Omid & Dal Zotto, 2022). La casuística de América Latina es distinta a la de los países europeos, China y EE. UU, por lo que se hace necesario predecir si se van a reproducir los mismos patrones de países más avanzados para los cuales la evidencia empírica es más amplia.

Segundo, a partir de los resultados de la investigación empírica, instamos a la comunidad científica a identificar las actitudes de los trabajadores latinoamericanos hacia el trabajo y los posibles obstáculos para la generación de valores económicos y laborales positivos (Grobelsna, 2016). Este tipo de estudios son importantes para investigadores de las Ciencias Sociales, y en concreto de Economía y Empresa, y para hacedores de política interesados en implementar estrategias que incentiven, por un lado, la generación de valores laborales en los trabajadores y por otro, que mejoren el bienestar laboral de manera sostenible en el tiempo (Nesmeianova, 2018).

Tercero y, por último, a pesar de que nuestra investigación aporta nueva evidencia empírica sobre los determinantes sociodemográficos del acceso y uso de plataformas digitales dedicadas a contenidos saludables, sería pertinente ratificar los resultados con datos de panel, con el objetivo de seguir la evolución del acceso y uso de una misma persona a lo largo del tiempo. Los datos de panel permiten analizar cómo un cambio en condiciones las condiciones laborales, afecta a las decisiones de un trabajador. Por último, y ligado a las decisiones de permanencia, hubiera sido deseable disponer de información sobre el grado de satisfacción con el servicio, con el fin de inferir estrategias, no sólo de captación, sino también de fidelización.

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ÍNDICE DE ABREVIATURAS Y SIGLAS

ÍNDICE DE ABREVIATURAS Y SIGLAS

Por orden de aparición, las abreviaturas y las siglas utilizadas en el texto son las siguientes:

ODS: Objetivos de Desarrollo Sostenible.

RSCI: Responsabilidad Social Corporativa Interna.

PST: Promoción de la Salud en el Lugar de Trabajo.

COVID-19: Coronavirus disease y/o enfermedad del coronavirus.

RSC: Responsabilidad Social Corporativa.

RSCE: Responsabilidad Social Corporativa Externa.

OIT: Organización Internacional del Trabajo.

BM: Banco Mundial, integrado por Banco Internacional de Reconstrucción y Fomento (**BIRF**), la Asociación Internacional de Fomento (**AIF**), la Corporación Financiera Internacional (**IFC**), el Organismo Multilateral de Garantía de Inversiones (**MIGA**) y el Centro Internacional de Arreglo de Diferencias Relativas a Inversiones (**CIADI**).

PIB: Producto Interior Bruto.

PIBpc: Producto Interior Bruto per cápita en dólares estadounidenses a precios constantes de 2010.

GINI: Índice de Desigualdad.

GRED: Gasto Nacional Bruto en I+D+i como porcentaje del Producto Interior Bruto.

INDEX OF ABBREVIATIONS AND ACRONYMS

INDEX OF ABBREVIATIONS AND ACRONYMS

In order of appearance, the abbreviations and acronyms used in the text are as follows:

SDGs: Sustainable Development Goals.

CSR: Internal Corporate Social Responsibility.

PST: Workplace Health Promotion.

COVID-19: Coronavirus disease and/or coronavirus disease.

CSR: Corporate Social Responsibility.

CSR: Corporate Social Responsibility External.

ILO: International Labour Organisation.

WB: World Bank, comprising the International Bank for Reconstruction and Development (**IBRD**), the International Development Association (**IDA**), the International Finance Corporation (**IFC**), the Multilateral Investment Guarantee Agency (**MIGA**) and the International Centre for Settlement of Investment Disputes (**ICSID**).

GDP: Gross Domestic Product.

GDPpc: Gross Domestic Product per capita in US dollars at constant 2010 prices.

GINI: Inequality Index.

GRED: Gross National Expenditure on R&D&I as a percentage of Gross Domestic Product.

UN: United Nations.

ENWHP: European Network for Workplace Health Promotion.

Wos: Multidisciplinary database of bibliographic references that provides access to the electronic collections of Clarivate Analytics (until 2017 Thomson Reuters, and formerly ISI) and allows joint searching in all its databases.

Scopus: Elsevier's database of bibliographic references and citations.

WVS: World Value Survey. World Value Survey.

WELLWO: Digital content platform for the promotion of health and well-being at work.

GINI: Inequality Index.

OLS: Ordinary Least Squares linear regression.

WorkPositive: Feeling that work is positive for individual advancement and progress.

Well-being: State of the person, whose physical and mental conditions provide a feeling of satisfaction and tranquility.

Health: State of complete physical, mental and social well-being and in harmony with the environment, and not only the absence of diseases or illnesses.

LifeSatisfaction: Represents the cognitive dimension of well-being that results from a balance between expectations and achievements.

Happiness: State of mind of the person who feels fully satisfied to enjoy what he wants or to enjoy something good).

Employee: Workers, distinguishing whether they are employed

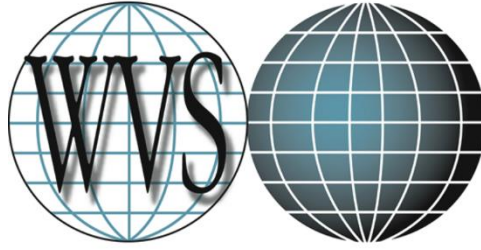
Self-employee: Entrepreneurs

ANEXO

La Encuesta Mundial de Valores (WVS) es un programa de investigación internacional dedicado al estudio científico y académico de los valores sociales, políticos, económicos, religiosos y culturales de las personas en el mundo. El objetivo del proyecto es evaluar qué impacto tiene la estabilidad o el cambio de valores a lo largo del tiempo en el desarrollo social, político y económico de países y sociedades. El proyecto surgió del Estudio de Valores Europeos y fue iniciado en 1981 por su fundador y primer presidente (1981-2013), el profesor Ronald Inglehart de la Universidad de Michigan (EEUU) y su equipo, y desde entonces opera en más de 120 sociedades mundiales. El principal instrumento de investigación del proyecto es una encuesta social comparativa representativa que se realiza a nivel mundial cada cinco años. El amplio alcance geográfico y temático, la libre disponibilidad de los datos de la encuesta y los resultados del proyecto para un público amplio convirtieron a la WVS en una de las encuestas transnacionales más autorizadas y ampliamente utilizadas en las ciencias sociales. Por el momento, WVS es la mayor investigación de series temporales empíricas transnacionales no comerciales de creencias y valores humanos jamás realizada.

El objetivo general del proyecto es analizar los valores, las creencias y las normas de las personas en una perspectiva comparativa transnacional y a lo largo del tiempo. Para alcanzar este objetivo, el proyecto cubre una amplia gama de temas del campo de la Sociología, Ciencias Políticas, Relaciones Internacionales, Economía, Salud Pública, Demografía, Antropología, Psicología Social, etc. Además, WVS es el único estudio académico que cubre toda la gama de variaciones globales, desde sociedades muy pobres hasta sociedades muy ricas en todas las principales zonas culturales del mundo.

**MASTER SURVEY QUESTIONNAIRE: WORD VALUE
SURVEY**



2017 -2021 WORLD VALUES SURVEY WAVE 7

MASTER SURVEY QUESTIONNAIRE

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The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

-1 Don't know	-3 Not applicable (filter)
-2 No answer/refused	-5 Missing; Not applicable for other reasons

Introduction

General interview provisions [for the interviewer and fieldwork supervisor]:

- The interviewer has to be **motivated** and has to be able to communicate that motivation to the respondent. Often, this means that the interviewer has to be convinced of the importance of the research. Interviewers have to be able to **think on their feet**. Respondents may raise objections or concerns that were not anticipated. The interviewer has to be able to respond candidly and informatively.
- Differences in interviewers' qualifications and skills can result in interviewer effects, i.e. variations in the responses to survey questions that can be traced back to the interviewer. Given the complexity of the WVS-7 questionnaire, it is highly preferable that the survey is conducted by the **interviewers with at least 3 years of experience** in population surveys.
- All interviewers conducting data collection for the WVS survey are obliged to **introduce themselves** properly to the respondent. Interviewers must give their **name and family name** as well as the **name of the local organization** conducting the WVS survey in the country.
- Respondents should be provided with the **contact details** of this organization in case if they have any questions, would like to obtain more information or to report about the problems which occurred during the interview. In case the survey is supported from the state funds or is conducted by a **state organization**, the research team is supposed to prepare the introductory statement for the interviewer in such a way that the respondents will experience **no pressure** to participate or encouragement to give **untruthful, biased answers**.
- WVS team in every country shall provide their interviewers with the following items in the field to establish their legitimacy: **official identification from the survey organization; official letters to local authorities describing the study, if appropriate; other letters of permission or support from local authorities if appropriate and/or necessary given the local social context and governmental regulations**.
- Before the interview begins, all respondents must be explicitly informed about the **aims and purposes of the WVS survey**, provided with the project's contact details and the web-site address. It is essential to mention that the survey is conducted on behalf of the **World Values Survey, an independent, non-governmental, non-commercial global academic research program**.
- All respondents must be provided with the information that **participation is volunteer and anonymous** and that the **responses will be used in a generalized format only**. In most countries the respondents give explicit oral consent; in some countries where this is required legally or in case if postal survey is taking place such consent can be given in writing.
- The researcher shall respect respondent's decisions about their participation in the research and use no methods or techniques by which the informant is put in the position that s/he cannot exercise his/her **right to withdraw** or refuse his/her answers at any stage of the research.
- **Participation in the WVS survey is anonymous**. The respondent can be asked to provide his/her name, family name, phone number for the quality control purposes. However, the respondent has a right to refuse to give this information. In that case only household address is to be recorded and used later for quality control (since WVS employs household-based sample, address will be recorded by the interviewer after the survey interview is finished).
- **During the interview:** make sure to explain to the respondent that there are no right or wrong answers to any question; each question's aim is simply to learn the respondent's opinion – whatever this opinion is. Read all questions texts exactly as they are formulated in the questionnaire and exactly in the same sequence as they are. The interviewer should avoid re-phrasing the questions, replacing the words or trying to clarify the questions themselves. Such codes as “not applicable” or “hard to say” are not to be read to the respondent.

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

A. Survey wave number: 7

B. Country code (write in 3-digit code from list below; contact WWSA is your country not listed): _____

8	Albania	226	Equatorial Guinea	466	Mali	705	Slovenia
12	Algeria	231	Ethiopia	470	Malta	706	Somalia
16	American Samoa	232	Eritrea	474	Martinique	710	South Africa
20	Andorra	233	Estonia	478	Mauritania	724	Spain
24	Angola	246	Finland	480	Mauritius	736	Sudan
28	Antigua and Barbuda	250	France	484	Mexico	740	Suriname
32	Argentina	268	Georgia	492	Monaco	752	Sweden
51	Armenia	270	Gambia	496	Mongolia	756	Switzerland
36	Australia	624	Guinea-Bissau	498	Moldova	760	Syria
40	Austria	276	Germany	504	Morocco	410	South Korea
31	Azerbaijan	288	Ghana	508	Mozambique	891	Serbia and Montenegro
50	Bangladesh	292	Gibraltar	104	Myanmar	911	Serbia
52	Barbados	300	Greece	912	Montenegro	626	Timor-Leste
56	Belgium	320	Guatemala	807	Macedonia	762	Tajikistan
60	Bermuda	324	Guinea	516	Namibia	764	Thailand
64	Bhutan	328	Guyana	524	Nepal	768	Togo
68	Bolivia	826	Great Britain	528	Netherlands	780	Trinidad
70	Bosnia	332	Haiti	554	New Zealand	788	Tunisia
72	Botswana	340	Honduras	558	Nicaragua	158	Taiwan
76	Brazil	344	Hong Kong	562	Niger	792	Turkey
84	Belize	348	Hungary	566	Nigeria	795	Turkmenistan
100	Bulgaria	352	Iceland	578	Norway	834	Tanzania
854	Burkina Faso	356	India	408	North Korea	784	United Arab Emirates
108	Burundi	360	Indonesia	512	Oman	800	Uganda
112	Belarus	364	Iran	586	Pakistan	804	Ukraine
116	Cambodia	368	Iraq	591	Panama	840	United States
120	Cameroon	372	Ireland	598	Papua New Guinea	850	U.S. Virgin Islands
124	Canada	376	Israel	600	Paraguay	858	Uruguay
148	Chad	380	Italy	604	Peru	860	Uzbekistan
152	Chile	400	Jordan	608	Philippines	704	Viet Nam
156	China	388	Jamaica	616	Poland	862	Venezuela
170	Colombia	392	Japan	620	Portugal	887	Yemen
384	Côte d'Ivoire	398	Kazakhstan	275	Palestine	894	Zambia
184	Cook Islands	404	Kenya	630	Puerto Rico	716	Zimbabwe
188	Costa Rica	414	Kuwait	634	Qatar		
191	Croatia	417	Kyrgyzstan	642	Romania		
192	Cuba	418	Laos	643	Russia		
196	Cyprus	422	Lebanon	646	Rwanda		
203	Czech Republic	426	Lesotho	682	Saudi Arabia		
180	Dem. Rep. of Congo	428	Latvia	144	Sri Lanka		
208	Denmark	430	Liberia	686	Senegal		
214	Dominican Republic	434	Libya	690	Seychelles		
818	Egypt	450	Madagascar	694	Sierra Leone		
218	Ecuador	454	Malawi	702	Singapore		
222	El Salvador	458	Malaysia	703	Slovakia		

C. COW COUNTRY CODE (Correlated of War country code; to be coded by the data archive):

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D. Interview number (write in 4-digit number identifying each interview):

--	--	--	--

(Introduction by interviewer):

Hello. I am from the _____ (indicate name of the survey organization). We are carrying out a global study of what people value in life. This study will interview samples representing most of the world's people. Your name has been selected at random as part of a representative sample of the people in _____ (mention country in which interview is conducted). I'd like to ask your views on a number of different subjects. Your input will be treated strictly confidential, but it will contribute to a better understanding of what people all over the world believe and want out of life.

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them):

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

CORE QUESTIONNAIRE SOCIAL VALUES, ATTITUDES & STEREOTYPES

(SHOW CARD 1)

For each of the following, indicate how important it is in your life. Would you say it is (read out and code one answer for each):

		Very important	Rather important	Not very important	Not at all important
Q1	Family	1	2	3	4
Q2	Friends	1	2	3	4
Q3	Leisure time	1	2	3	4
Q4	Politics	1	2	3	4
Q5	Work	1	2	3	4
Q6	Religion	1	2	3	4

(SHOW CARD 2)

Here is a list of qualities that children can be encouraged to learn at home. Which, if any, do you consider to be especially important? Please choose up to five! (Code five mentions at the maximum):

Interviewer: do NOT ask "yes" or "no" for every item; give a LIST with all qualities to the respondent and code as "mentioned" those 5 qualities named by the respondent. It should be NO more than 5 qualities!

		Mentioned	Not mentioned
Q7	Good manners	1	2
Q8	Independence	1	2
Q9	Hard work	1	2
Q10	Feeling of responsibility	1	2
Q11	Imagination	1	2
Q12	Tolerance and respect for other people	1	2
Q13	Thrift, saving money and things	1	2
Q14	Determination, perseverance	1	2
Q15	Religious faith	1	2
Q16	Not being selfish (unselfishness)	1	2
Q17	Obedience	1	2

(SHOW CARD 3)

On this list are various groups of people. Could you please mention any that you would not like to have as neighbors? (Code an answer for each group):

		Mentioned	Not mentioned
Q18	Drug addicts	1	2
Q19	People of a different race	1	2
Q20	People who have AIDS	1	2
Q21	Immigrants/foreign workers	1	2
Q22	Homosexuals	1	2
Q23	People of a different religion	1	2
Q24	Heavy drinkers	1	2
Q25	Unmarried couples living together	1	2
Q26	People who speak a different language	1	2

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them):

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

For each of the following statements I read out, can you tell me how strongly you agree or disagree with each. Do you strongly agree, agree, disagree, or strongly disagree? (Read out and code one answer for each statement):

		Strongly agree	Agree	Disagree	Strongly disagree
Q27	One of my main goals in life has been to make my parents proud	1	2	3	4
Q28	When a mother works for pay, the children suffer	1	2	3	4
Q29	On the whole, men make better political leaders than women do	1	2	3	4
Q30	A university education is more important for a boy than for a girl	1	2	3	4
Q31	On the whole, men make better business executives than women do	1	2	3	4
Q32	Being a housewife is just as fulfilling as working for pay	1	2	3	4

How would you feel about the following statements? Do you agree or disagree with them?

(Read out and code one answer for each statement):

		Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly
Q33	When jobs are scarce, men should have more right to a job than women	1	2	3	4	5
Q34	When jobs are scarce, employers should give priority to people of this country over immigrants	1	2	3	4	5
Q35	If a woman earns more money than her husband, it's almost certain to cause problems	1	2	3	4	5
Q36	Homosexual couples are as good parents as other couples	1	2	3	4	5
Q37	It is a duty towards society to have children	1	2	3	4	5
Q38	Adult children have the duty to provide long-term care for their parents	1	2	3	4	5
Q39	People who don't work turn lazy	1	2	3	4	5
Q40	Work is a duty towards society	1	2	3	4	5
Q41	Work should always come first, even if it means less spare time	1	2	3	4	5

(SHOW CARD 4)

Q42. On this card are three basic kinds of attitudes concerning the society we live in. Please choose the one which best describes your own opinion? (Please, code only one option from the list below)

- 1 The entire way our society is organized must be radically changed by revolutionary action
- 2 Our society must be gradually improved by reforms
- 3 Our present society must be valiantly defended against all subversive forces

I'm going to read out a list of various changes in our way of life that might take place in the near future. Please tell me for each one, if it were to happen, whether you think it would be a good thing, a bad thing, or don't you mind?

(Code one answer for each):

		Good	Don't mind	Bad
Q43	Less importance placed on work in our lives	1	2	3
Q44	More emphasis on the development of technology	1	2	3
Q45	Greater respect for authority	1	2	3

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

HAPPINESS AND WELL-BEING

Q46. Taking all things together, would you say you are *(read out and code one answer):*

- 1 Very happy
- 2 Rather happy
- 3 Not very happy
- 4 Not at all happy

Q47. All in all, how would you describe your state of health these days? Would you say it is... *(read out):*

- 1 Very good
- 2 Good
- 3 Fair
- 4 Poor
- 5 Very poor

Q48. Some people feel they have completely free choice and control over their lives, while other people feel that what they do has no real effect on what happens to them. Please use this scale where 1 means "no choice at all" and 10 means "a great deal of choice" to indicate how much freedom of choice and control you feel you have over the way your life turns out *(code one number):*

No choice at all								A great deal of choice	
1	2	3	4	5	6	7	8	9	10

(SHOW CARD 5)

Q49. All things considered, how satisfied are you with your life as a whole these days? Using this card on which 1 means you are "completely dissatisfied" and 10 means you are "completely satisfied" where would you put your satisfaction with your life as a whole? *(Code one number):*

Completely dissatisfied								Completely satisfied	
1	2	3	4	5	6	7	8	9	10

(SHOW CARD 6)

Q50. How satisfied are you with the financial situation of your household? Please use this card again to help with your answer *(code one number):*

Completely dissatisfied								Completely satisfied	
1	2	3	4	5	6	7	8	9	10

In the last 12 months, how often have you or your family...?

		Often	Sometimes	Rarely	Never
Q51	Gone without enough food to eat	1	2	3	4
Q52	Felt unsafe from crime in your home	1	2	3	4
Q53	Gone without medicine or medical treatment that you needed	1	2	3	4
Q54	Gone without a cash income	1	2	3	4
Q55	Gone without a safe shelter over your head	1	2	3	4

Q56. Comparing your standard of living with your parents' standard of living when they were about your age, would you say that you are better off, worse off or about the same?

1. Better off,
2. Worse off,
3. Or about the same.

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them):

-1 Don't know	-3 Not applicable (filter)
-2 No answer/refused	-5 Missing; Not applicable for other reasons

SOCIAL CAPITAL, TRUST & ORGANIZATIONAL MEMBERSHIP

Q57. Generally speaking, would you say that most people can be trusted or that you need to be very careful in dealing with people? (Code one answer):

- 1 Most people can be trusted
- 2 Need to be very careful

I'd like to ask you how much you trust people from various groups. Could you tell me for each whether you trust people from this group completely, somewhat, not very much or not at all? (Read out and code one answer for each):

		Trust completely	Trust somewhat	Do not trust very much	Do not trust at all
Q58	Your family	1	2	3	4
Q59	Your neighborhood	1	2	3	4
Q60	People you know personally	1	2	3	4
Q61	People you meet for the first time	1	2	3	4
Q62	People of another religion	1	2	3	4
Q63	People of another nationality	1	2	3	4

I am going to name a number of organizations. For each one, could you tell me how much confidence you have in them: is it a great deal of confidence, quite a lot of confidence, not very much confidence or none at all? (Read out and code one answer for each):

		A great deal	Quite a lot	Not very much	None at all
Q64	The [churches] ¹	1	2	3	4
Q65	The armed forces	1	2	3	4
Q66	The press	1	2	3	4
Q67	Television	1	2	3	4
Q68	Labor unions	1	2	3	4
Q69	The police	1	2	3	4
Q70	The courts	1	2	3	4
Q71	The government	1	2	3	4
Q72	Political parties	1	2	3	4
Q73	Parliament	1	2	3	4
Q74	The civil service	1	2	3	4
Q75	Universities	1	2	3	4
Q76	Elections	1	2	3	4
Q77	Major companies	1	2	3	4
Q78	Banks	1	2	3	4
Q79	Environmental organizations	1	2	3	4
Q80	Women's organizations	1	2	3	4
Q81	Charitable or humanitarian organizations	1	2	3	4
Q82	The [European Union] ²	1	2	3	4
Q83	The United Nations	1	2	3	4
Q84	The International Monetary Fund (IMF)	1	2	3	4
Q85	International Criminal Court (ICC)	1	2	3	4
Q86	The North Atlantic Treaty Organization (NATO)	1	2	3	4
Q87	The World Bank	1	2	3	4
Q88	The World Health Organization (WHO)	1	2	3	4
Q89	The World Trade Organization (WTO)	1	2	3	4

¹ Replace with the relevant for your culture term (i.e. mosque, temple etc.)

² Use one of the following regional organizations relevant for your country/ society: **African Union (AU)**, **European Union (EU)**, **Caribbean Community (CARICOM)**, **Mercado Común del Sur (MERCOSUR)**, **North American Free Trade Agreement (NAFTA)**; **Arab League (AL)**, **Association of Southeast Asian Nations (ASEAN)**, **South Asian Association for Regional Cooperation (SAARC)**, **Shanghai Cooperation Organization (SCO)**.

You can ask respondents also about other regional organizations by introducing additional variables Q82A; Q82B etc. However, one organization from the above list should be obligatory included into your questionnaire.

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

(SHOW CARD 7)

Q90. Nowadays there's a lot of talk about international organizations. People sometimes say that international organizations should prioritize improving people's lives, even if this may imply that decisions are not made democratically. What do you think should international organizations prioritize, being effective or being democratic? If your views are somewhat mixed, choose the appropriate number in between.

Being effective									Being democratic
1	2	3	4	5	6	7	8	9	10

(SHOW CARD 8)

Here are some questions about international organizations. Many people don't know the answers to these questions, but if you do please tell me. Interviewer, make sure the respondent gives only ONE answer per question!

		A	B	C
Q91	Five countries have permanent seats on the Security Council of the United Nations. Which one of the following is not a member? A) France, B) China, C) India	1	2	3
Q92	Where are the headquarters of the International Monetary Fund (IMF) located? A) Washington DC, B) London, C) Geneva	1	2	3
Q93	Which of the following problems does the organization Amnesty International deal with? A) Climate change, B) Human rights, C) Destruction of historic monuments	1	2	3

Now I am going to read off a list of voluntary organizations. For each organization, could you tell me whether you are an active member, an inactive member or not a member of that type of organization? (Read out and code one answer for each organization):

		Active member	Inactive member	Don't belong
Q94	Church or religious organization	2	1	0
Q95	Sport or recreational organization, football/baseball/rugby team	2	1	0
Q96	Art, music or educational organization	2	1	0
Q97	Labor Union	2	1	0
Q98	Political party	2	1	0
Q99	Environmental organization	2	1	0
Q100	Professional association	2	1	0
Q101	Humanitarian or charitable organization	2	1	0
Q102	Consumer organization	2	1	0
Q103	Self-help group, mutual aid group	2	1	0
Q104	Women's group	2	1	0
Q105	Other organization	2	1	0

ECONOMIC VALUES**(SHOW CARD 9)**

Now I'd like you to tell me your views on various issues. How would you place your views on this scale? 1 means you agree completely with the statement on the left; 10 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between. (Code one number for each issue):

Q106	Incomes should be made more equal									There should be greater incentives for individual effort
	1	2	3	4	5	6	7	8	9	10
Q107	Private ownership of business and industry should be increased									Government ownership of business and industry should be increased
	1	2	3	4	5	6	7	8	9	10
Q108	Government should take more responsibility to ensure that everyone is provided for									People should take more responsibility to provide for themselves
	1	2	3	4	5	6	7	8	9	10

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them):

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

Q109	Competition is good					Competition is harmful				
	1	2	3	4	5	6	7	8	9	10
Q110	In the long run, hard work usually brings a better life					Hard work doesn't generally bring success—it's more a matter of luck and connections				
	1	2	3	4	5	6	7	8	9	10

Q111. Here are two statements people sometimes make when discussing the environment and economic growth. Which of them comes closer to your own point of view? (Read out and code one answer):

- 1 Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs.
- 2 Economic growth and creating jobs should be the top priority, even if the environment suffers to some extent.
- 3 Other answer (code if volunteered only!).

CORRUPTION

(SHOW CARD 10)

Q112. Now I'd like you to tell me your views on corruption – when people pay a bribe, give a gift or do a favor to other people in order to get the things they need done or the services they need. How would you place your views on corruption in your country on a 10-point scale where “1” means “there is no corruption in my country” and “10” means “there is abundant corruption in my country”. If your views are somewhat mixed, choose the appropriate number in between.

There is no corruption in my country					There is abundant corruption in my country				
1	2	3	4	5	6	7	8	9	10

Among the following groups of people, how many do you believe are involved in corruption? Tell me for each group if you believe it is none of them, few of them, most of them or all of them?

<i>Interviewer: read out groups and code just one number for each of them!</i>		None of them	Few of them	Most of them	All of them
Q113	State authorities	1	2	3	4
Q114	Business executives	1	2	3	4
Q115	Local authorities	1	2	3	4
Q116	Civil service providers (police, judiciary, civil servants, doctors, teachers)	1	2	3	4
Q117	Journalists and media	1	2	3	4

Q118. We want to know about your experience with local officials and service providers, like police officers, lawyers, doctors, teachers and civil servants in your community. How often do you think ordinary people like yourself or people from your neighbourhood have to pay a bribe, give a gift or do a favor to these people in order to get the services you need? Does it happen never, rarely, frequently or always? (Interviewer: code just one number!)

Never	Rarely	Frequently	Always
1	2	3	4

Q119. Can you tell me how strongly you agree or disagree with the following statement: “on the whole, women are less corrupt than men”?

1	2	3	4	0
Strongly agree	Agree	Disagree	Strongly disagree	Hard to say

(SHOW CARD 11)

Q120. How high is the risk in this country to be held accountable for giving or receiving a bribe, gift or favor in return for public service? To indicate your opinion, use a 10-point scale where “1” means “no risk at all” and “10” means “very high risk”. (Interviewer: show card and code just one number!)

No risk at all								Very high risk	
1	2	3	4	5	6	7	8	9	10

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

MIGRATION

Q121. Now we would like to know your opinion about the people from other countries who come to live in [your country] - the immigrants. How would you evaluate the impact of these people on the development of [your country]?

Very good	Quite good	Neither good, nor bad	Quite bad	Very bad
5	4	3	2	1

(SHOW CARD 12)

From your point of view, what have been the effects of immigration on the development of [this country]? For each of the following statements about the effects of immigration, please, tell me whether you agree or disagree with it:

(Interviewer, for every items code "agree" or "disagree". Don't read "hard to say", code only if mentioned by the respondent)

		Agree	Hard to say	Disagree
Q122	Fills important jobs vacancies	2	1	0
Q123	Strengthens cultural diversity	2	1	0
Q124	Increases the crime rate	2	1	0
Q125	Gives asylum to political refugees who are persecuted elsewhere	2	1	0
Q126	Increases the risks of terrorism	2	1	0
Q127	Offers people from poor countries a better living	2	1	0
Q128	Increases unemployment	2	1	0
Q129	Leads to social conflict	2	1	0

Q130. How about people from other countries coming here to work. Which one of the following do you think the government should do?

1. Let anyone come who wants to
2. Let people come as long as there are jobs available
3. Place strict limits on the number of foreigners who can come here
4. Prohibit people coming here from other countries

SECURITY

Q131. Could you tell me how secure do you feel these days?

Very secure	1
Quite secure	2
Not very secure	3
Not at all secure	4

How frequently do the following things occur in your neighborhood?

	Very frequently	Quite frequently	Not frequently	Not at all frequently
Q132. Robberies	1	2	3	4
Q133. Alcohol consumption in the streets	1	2	3	4
Q134. Police or military interfere with people's private life	1	2	3	4
Q135. Racist behavior	1	2	3	4
Q136. Drug sale in streets	1	2	3	4
Q137. Street violence and fights	1	2	3	4
Q138. Sexual harassment	1	2	3	4

Which of the following things have you done for reasons of security? (MULTIPLE RESPONSE)

	Yes	No
Q139. Didn't carry much money	1	2
Q140. Preferred not to go out at night	1	2
Q141. Carried a knife, gun or other weapon	1	2

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

	Very much	A good deal	Not much	Not at all
Q142. Losing my job or not finding a job	1	2	3	4
Q143. Not being able to give my children a good education	1	2	3	4

	Yes	No
Q144. Respondent	1	2
Q145. Family	1	2

	Very much	A good deal	Not much	Not at all
Q146. A war involving my country	1	2	3	4
Q147. A terrorist attack	1	2	3	4
Q148. A civil war	1	2	3	4

2 No

	Q152 First choice	Q153 Second choice
1. A high level of economic growth	1	1
2. Making sure this country has strong defense forces	2	2
3. Seeing that people have more say about how things are done at their jobs and in their communities	3	3
4. Trying to make our cities and countryside more beautiful	4	4

-1 Don't know -3 Not applicable (filter)
-2 No answer/refused -5 Missing; Not applicable for other reasons

(SHOW CARD 14)

Q154. If you had to choose, which one of the things on this card would you say is most important? (Code one answer only under “first choice”):

Q155. And which would be the next most important? (Code one answer only under “second choice”):

	Q154 First choice	Q155 Second choice
1. Maintaining order in the nation	1	1
2. Giving people more say in important government decisions	2	2
3. Fighting rising prices	3	3
4. Protecting freedom of speech	4	4

(SHOW CARD 15)

Q156. Here is another list. In your opinion, which one of these is most important? (Code one answer only under “first choice”):

Q157. And what would be the next most important? (Code one answer only under “second choice”):

	Q156 First choice	Q157 Second choice
1. A stable economy	1	1
2. Progress toward a less impersonal and more humane society	2	2
3. Progress toward a society in which ideas count more than money	3	3
4. The fight against crime	4	4

SCIENCE & TECHNOLOGY**(SHOW CARD 16)**

Now, I would like to read some statements and ask how much you agree or disagree with each of these statements. For these questions, a 1 means that you “completely disagree” and a 10 means that you “completely agree.” (Code one number for each statement):

Q158. Science and technology are making our lives healthier, easier, and more comfortable.

Completely disagree									Completely agree
1	2	3	4	5	6	7	8	9	10

Q159. Because of science and technology, there will be more opportunities for the next generation.

Completely disagree									Completely agree
1	2	3	4	5	6	7	8	9	10

Q160. We depend too much on science and not enough on faith.

Completely disagree									Completely agree
1	2	3	4	5	6	7	8	9	10

Q161. One of the bad effects of science is that it breaks down people’s ideas of right and wrong.

Completely disagree									Completely agree
1	2	3	4	5	6	7	8	9	10

Q162. It is not important for me to know about science in my daily life.

Completely disagree									Completely agree
1	2	3	4	5	6	7	8	9	10

Q163. All things considered, would you say that the world is better off, or worse off, because of science and technology? Please tell me which comes closest to your view on this scale: 1 means that “the world is a lot worse off,” and 10 means that “the world is a lot better off.” (Code one number):

A lot worse off									A lot better off
1	2	3	4	5	6	7	8	9	10

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them):

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

RELIGIOUS VALUES

(SHOW CARD 17)

Q164. How important is God in your life? Please use this scale to indicate. 10 means “very important” and 1 means “not at all important.” (Code one number):

Not at all important										Very important
1	2	3	4	5	6	7	8	9	10	

Which, if any, of the following do you believe in?

		Yes	No
Q165	God	1	2
Q166	Life after death	1	2
Q167	Hell	1	2
Q168	Heaven	1	2

Please tell us if you strongly agree, agree, disagree, or strongly disagree with the following statements:

		Strongly agree	Agree	Disagree	Strongly disagree
Q169	Whenever science and religion conflict, religion is always right	1	2	3	4
Q170	The only acceptable religion is my religion.	1	2	3	4

(SHOW CARD 18)

Q171. Apart from weddings and funerals, about how often do you attend religious services these days? (Code one answer):

- 1 More than once a week
- 2 Once a week
- 3 Once a month
- 4 Only on special holy days
- 5 Once a year
- 6 Less often
- 7 Never, practically never

(SHOW CARD 19)

Q172. Apart from weddings and funerals, about how often do you pray? (Code one answer):

- 1 Several times a day
- 2 Once a day
- 3 Several times each week
- 4 Only when attending religious services
- 5 Only on special holy days
- 6 Once a year
- 7 Less often
- 8 Never, practically never

Q173. Independently of whether you attend religious services or not, would you say you are...? (read out and code one answer):

- 1 A religious person
- 2 Not a religious person
- 3 An atheist

Q174. With which one of the following statements do you agree most? The basic meaning of religion is:

1. To follow religious norms and ceremonies
2. To do good to other people

Q175. And with which of the following statements do you agree most? The basic meaning of religion is:

1. To make sense of life after death
2. To make sense of life in this world

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

ETHICAL VALUES AND NORMS

Q176. How much do you agree or disagree with the statement that nowadays one often has trouble deciding which moral rules are the right ones to follow?

Completely agree										Completely disagree
1	2	3	4	5	6	7	8	9	10	

(SHOW CARD 20)

Please tell me for each of the following actions whether you think it can always be justified, never be justified, or something in between, using this card. (Read out and code one answer for each statement):

		Never justifiable								Always justifiable	
		1	2	3	4	5	6	7	8	9	10
Q177	Claiming government benefits to which you are not entitled	1	2	3	4	5	6	7	8	9	10
Q178	Avoiding a fare on public transport	1	2	3	4	5	6	7	8	9	10
Q179	Stealing property	1	2	3	4	5	6	7	8	9	10
Q180	Cheating on taxes if you have a chance	1	2	3	4	5	6	7	8	9	10
Q181	Someone accepting a bribe in the course of their duties	1	2	3	4	5	6	7	8	9	10
Q182	Homosexuality	1	2	3	4	5	6	7	8	9	10
Q183	Prostitution	1	2	3	4	5	6	7	8	9	10
Q184	Abortion	1	2	3	4	5	6	7	8	9	10
Q185	Divorce	1	2	3	4	5	6	7	8	9	10
Q186	Sex before marriage	1	2	3	4	5	6	7	8	9	10
Q187	Suicide	1	2	3	4	5	6	7	8	9	10
Q188	Euthanasia	1	2	3	4	5	6	7	8	9	10
Q189	For a man to beat his wife	1	2	3	4	5	6	7	8	9	10
Q190	Parents beating children	1	2	3	4	5	6	7	8	9	10
Q191	Violence against other people	1	2	3	4	5	6	7	8	9	10
Q192	Terrorism as a political, ideological or religious mean	1	2	3	4	5	6	7	8	9	10
Q193	Having casual sex	1	2	3	4	5	6	7	8	9	10
Q194	Political violence	1	2	3	4	5	6	7	8	9	10
Q195	Death penalty	1	2	3	4	5	6	7	8	9	10

Do you think that the your country's government should or should not have the right to do the following:

		Definitely should have the right	Probably should have the right	Probably should not have the right	Definitely should not have the right
Q196	Keep people under video surveillance in public areas	1	2	3	4
Q197	Monitor all e-mails and any other information exchanged on the Internet	1	2	3	4
Q198	Collect information about anyone living in this country without their knowledge	1	2	3	4

POLITICAL INTEREST & POLITICAL PARTICIPATION

Q199. How interested would you say you are in politics? Are you (read out and code one answer):

- 1 Very interested
- 2 Somewhat interested
- 3 Not very interested
- 4 Not at all interested

Q200. When you get together with your friends, would you say you discuss political matters frequently, occasionally or never?

- 1 Frequently
- 2 Occasionally
- 3 Never

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

People learn what is going on in this country and the world from various sources. For each of the following sources, please indicate whether you use it to obtain information daily, weekly, monthly, less than monthly or never (read out and code one answer for each):

	Daily	Weekly	Monthly	Less than monthly	Never
Q201. Daily newspaper	1	2	3	4	5
Q202. TV news	1	2	3	4	5
Q203. Radio news	1	2	3	4	5
Q204. Mobile phone	1	2	3	4	5
Q205. Email	1	2	3	4	5
Q206. Internet	1	2	3	4	5
Q207. Social media (Facebook, Twitter, etc.)	1	2	3	4	5
Q208. Talk with friends or colleagues	1	2	3	4	5

(SHOW CARD 21)

Now I'd like you to look at this card. I'm going to read out some forms of political action that people can take, and I'd like you to tell me, for each one, whether you have done any of these things, whether you might do it or would never under any circumstances do it (read out and code one answer for each action):

	Have done	Might do	Would never do
Q209. Signing a petition	1	2	3
Q210. Joining in boycotts	1	2	3
Q211. Attending peaceful demonstrations	1	2	3
Q212. Joining strikes	1	2	3

(SHOW CARD 22)

What about these forms of political action and social activism that people can take? Please, tell me for each of them if you have done any of these things, whether you might do it or would never under any circumstances do it (read out and code one answer for each action):

	Have done	Might do	Would never do
Q213. Donating to a group or campaign	1	2	3
Q214. Contacting a government official	1	2	3
Q215. Encouraging others to take action about political issues	1	2	3
Q216. Encouraging others to vote	1	2	3

(SHOW CARD 23)

Now I'd like you to look at this card. I'm going to read out some other forms of political action that people can take using Internet and social media tools like Facebook, Twitter etc., and I'd like you to tell me, for each one, whether you have done any of these things, whether you might do it or would never under any circumstances do it (read out and code one answer for each action; if the respondent does not use Internet and social media, please, code "-3"=not applicable):

	Have done	Might do	Would never do
Q217. Searching information about politics and political events	1	2	3
Q218. Signing an electronic petition	1	2	3
Q219. Encouraging other people to take any form of political action	1	2	3
Q220. Organizing political activities, events, protests	1	2	3

When elections take place, do you vote always, usually or never? Please tell me separately for each of the following levels (Read out and code one answer for each item):

	Always	Usually	Never	Not allowed to vote
Q221. Local level	1	2	3	4
Q222. National level	1	2	3	4

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

(SHOW CARD 24)

Q223. If there were a national election tomorrow, for which party on this list would you vote? Just call out the number on this card. If DON'T KNOW: Which party appeals to you most?

1. Party 1
2. Party 2
3. Party 3
4. etc.

[INSERT COUNTRY-SPECIFIC LIST OF PARTIES]

In your view, how often do the following things occur in this country's elections?

	Very often	Fairly often	Not often	Not at all often
Q224. Votes are counted fairly	1	2	3	4
Q225. Opposition candidates are prevented from running	1	2	3	4
Q226. TV news favors the governing party	1	2	3	4
Q227. Voters are bribed	1	2	3	4
Q228. Journalists provide fair coverage of elections	1	2	3	4
Q229. Election officials are fair	1	2	3	4
Q230. Rich people buy elections	1	2	3	4
Q231. Voters are threatened with violence at the polls	1	2	3	4
Q232. Voters are offered a genuine choice in the elections	1	2	3	4
Q233. Women have equal opportunities to run the office	1	2	3	4

Q234. Some people think that having honest elections makes a lot of difference in their lives; other people think that it doesn't matter much. How important would you say is having honest elections for you—very important, rather important, not very important or not at all important?

1. Very important
2. Rather important
3. Not very important
4. Not at all important

Question is asked within the framework of the WVSA's cooperation with the UNDP – United Nations Development Program and the UNDP Oslo Governance center, contributing towards the pilot of the new official measure for SDG indicator number 16.7.2

SDG1. How much would you say the political system in your country allows people like you to have a say in what the government does?

- | | | | | |
|--------------|-------|------|-------------|------------|
| 1 | 2 | 3 | 4 | 5 |
| A great deal | A lot | Some | Very little | Not at all |

POLITICAL CULTURE & POLITICAL REGIMES

I'm going to describe various types of political systems and ask what you think about each as a way of governing this country. For each one, would you say it is a very good, fairly good, fairly bad or very bad way of governing this country? (Read out and code one answer for each):

	Very good	Fairly good	Fairly bad	Very bad
Q235 Having a strong leader who does not have to bother with parliament and elections	1	2	3	4
Q236 Having experts, not government, make decisions according to what they think is best for the country	1	2	3	4
Q237 Having the army rule	1	2	3	4
Q238 Having a democratic political system	1	2	3	4
Q239 Having a system governed by religious law in which there are no political parties or elections	1	2	3	4

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

(SHOW CARD 25)

Q240. In political matters, people talk of "the left" and "the right." How would you place your views on this scale, generally speaking? (Code one number):

Left										Right
1	2	3	4	5	6	7	8	9	10	

(SHOW CARD 26)

Many things are desirable, but not all of them are essential characteristics of democracy. Please tell me for each of the following things how essential you think it is as a characteristic of democracy. Use this scale where 1 means "not at all an essential characteristic of democracy" and 10 means it definitely is "an essential characteristic of democracy" (read out and code one answer for each):

Interviewer, do not read this and code only if mentioned by the respondent him-herself/: 0 - 'It is against democracy'		Not an essential characteristic of democracy					An essential characteristic of democracy				
Q241	Governments tax the rich and subsidize the poor.	1	2	3	4	5	6	7	8	9	10
Q242	Religious authorities ultimately interpret the laws.	1	2	3	4	5	6	7	8	9	10
Q243	People choose their leaders in free elections.	1	2	3	4	5	6	7	8	9	10
Q244	People receive state aid for unemployment.	1	2	3	4	5	6	7	8	9	10
Q245	The army takes over when government is incompetent.	1	2	3	4	5	6	7	8	9	10
Q246	Civil rights protect people from state oppression.	1	2	3	4	5	6	7	8	9	10
Q247	The state makes people's incomes equal.	1	2	3	4	5	6	7	8	9	10
Q248	People obey their rulers.	1	2	3	4	5	6	7	8	9	10
Q249	Women have the same rights as men.	1	2	3	4	5	6	7	8	9	10

(SHOW CARD 27)

Q250. How important is it for you to live in a country that is governed democratically? On this scale where 1 means it is "not at all important" and 10 means "absolutely important" what position would you choose? (Code one number):

Not at all important										Absolutely important
1	2	3	4	5	6	7	8	9	10	

(SHOW CARD 28)

Q251. And how democratically is this country being governed today? Again using a scale from 1 to 10, where 1 means that it is "not at all democratic" and 10 means that it is "completely democratic," what position would you choose? (Code one number):

Not at all democratic										Completely democratic
1	2	3	4	5	6	7	8	9	10	

Q252. On a scale from 1 to 10 where "1" is "not satisfied at all" and "10" is "completely satisfied", how satisfied are you with how the political system is functioning in your country these days?

Not satisfied at all										Completely satisfied
1	2	3	4	5	6	7	8	9	10	

Q253. How much respect is there for individual human rights nowadays in this country? Do you feel there is (read out and code one answer):

- 1 A great deal of respect for individual human rights
- 2 Fairly much respect
- 3 Not much respect
- 4 No respect at all

Q254. How proud are you to be [country's nationality]? (Read out and code one answer):

- 1 Very proud
- 2 Quite proud
- 3 Not very proud
- 4 Not at all proud
- 5 I am not [country's nationality] (do not read out!)

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- 1 Don't know
- 2 No answer/refused
- 3 Not applicable (filter)
- 5 Missing; Not applicable for other reasons

(SHOW CARD 29)

People have different views about themselves and how they relate to the world. Using this card, would you tell me how close do you feel to...? (Read out and code one answer for each statement):

	Very close	Close	Not very close	Not close at all
Q255. Your [village, town or city]	1	2	3	4
Q256. Your [county, region, district]	1	2	3	4
Q257. [Country]	1	2	3	4
Q258. [Continent; e.g. Europe, Asia etc.]	1	2	3	4
Q259. World	1	2	3	4

DEMOGRAPHICS

Q260. Respondent's sex (Code respondent's sex by observation, don't ask about it!):

- 1 Male
- 2 Female

Q261. Can you tell me your year of birth, please?

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Q262. This means you are _____ years old (write in age in two digits).

Q263. Were you born in this country or are you an immigrant to this country? (Code one answer)

Q264-265. Are your mother and father immigrants to this country or not? Please, indicate separately for each of them (read out and code one answer for each):

Q266-268. In which country were you, your father and your mother (or those who raised you) born? (Interviewer, write the country name as stated by the respondent and use the list of codes to code the country later, after the interview is completed)

	Q263. Respondent	Q264. Mother of the respondent	Q265. Father of the respondent
1. Born in this [country]	1	1	1
2. Immigrant to this [country] (born outside this country)	2	2	2

	Q266. Respondent	Q267. Mother of the respondent	Q268. Father of the respondent												
Country of birth: write in the name of country	_____	_____	_____												
CODE this country (use ISO codes)	<table border="1" style="display: inline-table;"><tr><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td></tr></table>					<table border="1" style="display: inline-table;"><tr><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td></tr></table>					<table border="1" style="display: inline-table;"><tr><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td><td style="width: 25px; height: 25px;"></td></tr></table>				

Q269. Are you a citizen of this country?

- 1 Yes, I am a citizen of this country.
- 2 Not, I am not a citizen of this country.

Q270. Including yourself, how many people – including children – live here regularly as members of this household?

Q271. Do you live with your parents or your parents in law? (Code one answer):

1. No
2. Yes, own parent(s)
3. Yes, parent(s) in law
4. Yes, both own parent(s) and parent(s) in law

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them):

-1 Don't know	-3 Not applicable (filter)
-2 No answer/refused	-5 Missing; Not applicable for other reasons

Q272. What language do you normally speak at home? (Code one answer!)

[Please, modify the list of languages to fit your own society by providing up to 5 most spoken languages in your country]

- 1 Option 1
- 2 Option 2
- 3 Option 3
- 4 Option 4
- 5 Option 5

Q273. Are you currently (read out and code one answer only):

- 1 Married
- 2 Living together as married
- 3 Divorced
- 4 Separated
- 5 Widowed
- 6 Single

Q274. Do you have any children? (Code 0 if no, and respective number if yes): _____**Q275-278. What is the highest educational level that you, your spouse, your mother and your father have attained?³**

[Interviewer: code for each person separately. The table below uses codes ISCED-2011 – International Standard Classification for Education used by the UN and UNESCO. Your supervisor will provide you with a national-adapted list of codes. If the respondent has no spouse, no father or no mother, code “-3”=not applicable]

Note, ‘completed’ = diploma or certificate]

	Q275. Respondent	Q276. Spouse	Q277. Mother	Q278. Father
0 Early childhood education (ISCED 0) / no education	0	0	0	0
1 Primary education (ISCED 1)	1	1	1	1
2 Lower secondary education (ISCED 2)	2	2	2	2
3 Upper secondary education (ISCED 3)	3	3	3	3
4 Post-secondary non-tertiary education (ISCED 4)	4	4	4	4
5 Short-cycle tertiary education (ISCED 5)	5	5	5	5
6 Bachelor or equivalent (ISCED 6)	6	6	6	6
7 Master or equivalent (ISCED 7)	7	7	7	7
8 Doctoral or equivalent (ISCED 8)	8	8	8	8
For DK/ NA & other codes	_____	_____	_____	_____

Please, code the levels of education according to the existing in [your country] classification of education levels:

	Q275A Respondent	Q276A Spouse	Q277A Mother	Q278A Father
Please, code the level of education according to the classification of your national system of education	_____	_____	_____	_____
For DK/ NA & other codes	_____	_____	_____	_____

³ Dear national team leader, when localizing the questionnaire, conducting the survey and doing data entry, please, introduce 2 variables per each person mentioned in Q274-Q277 as following: Q274-Education of the respondent according to ISCED and Q274A-Education of the respondent according to the classification of your national system of education and so on for the spouse, mother and father of the respondent. Please, make sure you have provided then the list of national education codes to the WVSA Secretariat and Data archive.

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:	
-1 Don't know	-3 Not applicable (filter)
-2 No answer/refused	-5 Missing; Not applicable for other reasons

Q279. Are you employed now or not? If yes, about how many hours a week? If more than one job: only for the main job. Interviewer: code only ONE option from 1 to 8 for the respondent.

Q280. Is your spouse employed? In his/her LAST job was he/she employed (either full time or part time) or was he/she self-employed? Interviewer: ask the employment of the spouse SEPARATELY. Code only ONE option from 1 to 8 for the spouse's employment.

	Q279. Respondent	Q280. Spouse
<u>Yes, has paid employment:</u>		
Full time employee (30 hours a week or more)	1	1
Part time employee (less than 30 hours a week)	2	2
Self employed	3	3
<u>No, no paid employment:</u>		
Retired/pensioned	4	4
Housewife not otherwise employed	5	5
Student	6	6
Unemployed	7	7
Other (write in): _____	8	8

Q281. To which of the following occupational groups do you belong? Interviewer: ask about respondent's last job if he/she does not have a job now

Q282. To which of the following occupational groups does your spouse belong? Interviewer: ask about the last job if he/she does not have a job now

Q283. When you were 14, to which of the following occupational groups did your father belong? Interviewer: ask about father's last job if he did not have a job or had already died when the respondent was 14 years' old

	Q281. Respondent	Q282. Spouse	Q283. Father
1 Professional and technical (for example: doctor, teacher, engineer, artist, accountant, nurse)	1	1	1
2 Higher administrative (for example: banker, executive in big business, high government official, union official)	2	2	2
3 Clerical (for example: secretary, clerk, office manager, civil servant, bookkeeper)	3	3	3
4 Sales (for example: sales manager, shop owner, shop assistant, insurance agent, buyer)	4	4	4
5 Service (for example: restaurant owner, police officer, waitress, barber, caretaker)	5	5	5
6 Skilled worker (for example: foreman, motor mechanic, printer, seamstress, tool and die maker, electrician)	6	6	6
7 Semi-skilled worker (for example: bricklayer, bus driver, cannery worker, carpenter, sheet metal worker, baker)	7	7	7
8 Unskilled worker (for example: laborer, porter, unskilled factory worker, cleaner)	8	8	8
9 Farm worker (for example: farm laborer, tractor driver)	9	9	9
10 Farm proprietor, farm manager	10	10	10
0 Never had a job	0	0	0

Q284. Are you working for the government or public institution, for private business or industry, or for a private non-profit organization? If you do not work currently, characterize your major work in the past! Do you or did you work for (read out and code one answer):

- 1 Government or public institution
- 2 Private business or industry
- 3 Private non-profit organization

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

Q285. Are you the chief wage earner in your household? (*Code one answer*):

- 1 Yes
- 2 No

Q286. During the past year, did your family (*read out and code one answer*):

- 1 Saved money
- 2 Just get by
- 3 Spent some savings
- 4 Spent savings and borrowed money

Q287. People sometimes describe themselves as belonging to the working class, the middle class, or the upper or lower class. Would you describe yourself as belonging to the (*read out and code one answer*):

- 1 Upper class
- 2 Upper middle class
- 3 Lower middle class
- 4 Working class
- 5 Lower class

(SHOW CARD 30)

Q288. On this card is an income scale on which 1 indicates the lowest income group and 10 the highest income group in your country. We would like to know in what group your household is. Please, specify the appropriate number, counting all wages, salaries, pensions and other incomes that come in. (*Code one number*):

Lowest group										Highest group
1	2	3	4	5	6	7	8	9	10	

Q289. Do you belong to a religion or religious denomination? If yes, which one? (*Code answer due to list below. Code 0, if the respondent answers “no denomination”*)

- | | |
|-------------------------------------|---|
| No: do not belong to a denomination | 0 |
| Yes: Roman Catholic | 1 |
| Protestant | 2 |
| Orthodox (Russian/Greek/etc.) | 3 |
| Jew | 4 |
| Muslim | 5 |
| Hindu | 6 |
| Buddhist | 7 |
| Other (<i>write in</i>): _____ | 8 |

[NOTE: If your own society does not fit into this coding system, please devise an alternative, following this as closely as possible; for example, in Islamic countries, ask about Sunni, Shia, etc. Send a list of the categories used here along with your data].

Q290. Respondent's ethnic group:

Modify the list for your country/ society.

- 1 White
- 2 Black
- 3 South Asian Indian, Pakistani, etc.
- 4 East Asian Chinese, Japanese, etc.
- 5 Arabic, Central Asian
- 6 Other (*write in*): _____

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

OBSERVATIONS BY THE INTERVIEWER

IMPORTANT: all technical codes from this section are **MANDATORY** for recording. If your team faces difficulties with coding ANY of these variables – do notify the WWSA Secretariat **BEFORE** the fieldwork. Technical codes are to be coded by the interviewer or fieldwork supervisor (not the respondent!) and must reflect actual, objective information.

E. Respondent's interest (Code how interested the respondent was during the interview):

- 1 Respondent was very interested.
- 2 Respondent was somewhat interested.
- 3 Respondent was not interested.

E1. Respondent's literacy

- 1 Literate
- 2 Illiterate

F. Interview privacy (Code whether the interview took place in privacy or not):

- 1 There were no other people around who could follow the interview.
- 2 There were other people around who could follow the interview.

G. Code size of town where interview was conducted:

- | | |
|-----------------|--------------------|
| 1 Under 2,000 | 5 20 - 50,000 |
| 2 2,000 - 5,000 | 6 50 - 100,000 |
| 3 5 - 10,000 | 7 100 - 500,000 |
| 4 10 - 20,000 | 8 500,000 and more |

G1. Settlement name:

- 1... Add a country-specific list of settlements
- 2... (cities, towns, villages) where the survey
- 3... takes place and code for each interview
- 4... the settlement name

H. Code settlement type where interview was conducted:

1. Capital city (national capital)
2. Regional center (capital/ center/ seat of the region)
3. District center
4. Another city, town (not a national, regional or district center)
5. Village

H1. Settlement type

1. Urban (city, town)
2. Rural (village)

I. Code Primary Sampling Unit number:

--	--	--	--	--

J. Date of the interview:

Date		Month		Year			

K. Time of the interview:

Start hour		Start minute		End hour		End minute	

L. Interviewer's number: _____

N. REGION CODE

Please, code the region where the interview was conducted using the ISO-3166-2 codes	
--	--

Please, code the region **ONLY** using the list of regional codes ISO 3166-2 for your country/ society (such code will consist of letters and figures)

O. GEOGRAPHICAL COORDINATES

	+ or -	X	X	.	X	X
O1. LONGITUDE				.		
O2. LATITUDE				.		

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |

REGIONAL AND THEMATIC MODULES IN WVS-7

1. POLITICAL TRUST MODULE

Pilot of a new module on political trust has been organized as a part of the WVSA's cooperation with the TrustGov Research program <https://trustgov.net/> (based at the University of Southampton, UK). The module on political trust has been applied in selected countries, including Ethiopia, Iran, Kyrgyzstan, Myanmar, Nicaragua, Philippines, Tajikistan, Vietnam, Zimbabwe. Three more countries will be surveyed in 2020. The module will be released as a separate dataset in 2021. For now, data for these questions is available in the national datasets.

(SHOW CARD 9)

Q291. Now we would like to ask few more questions about the parliament, government and the United Nations. In particular, do you agree or disagree with the following statements?

		Agree strongly	Agree	Neither agree nor disagree	Disagree	Disagree strongly
How you feel about the <name of the national parliament or national congress> in your country?						
P1	Overall, <parliament> is competent and efficient	1	2	3	4	5
P2	<Parliament> usually carries out its duties poorly	1	2	3	4	5
P3	<Parliament> usually acts in its own interests	1	2	3	4	5
P4	<Parliament> wants to do its best to serve the country	1	2	3	4	5
P5	<Parliament> is generally free of corruption	1	2	3	4	5
P6	<Parliament's> work is open and transparent	1	2	3	4	5
How you feel about the government in your country?						
G1	Overall, the government is competent and efficient	1	2	3	4	5
G2	The government usually carries out its duties poorly	1	2	3	4	5
G3	The government usually acts in its own interests	1	2	3	4	5
G4	The government wants to do its best to serve the country	1	2	3	4	5
G5	The government is generally free of corruption	1	2	3	4	5
G6	The government's work is open and transparent	1	2	3	4	5
How you feel about the United Nations (UN)?						
UN1	Overall, the UN is competent and efficient	1	2	3	4	5
UN2	The UN usually carries out its duties poorly	1	2	3	4	5
UN3	The UN usually acts in its own interests	1	2	3	4	5
UN4	The UN wants to do its best to serve the world	1	2	3	4	5
UN5	The UN is generally free of corruption	1	2	3	4	5
UN6	The UN's work is open and transparent	1	2	3	4	5

(SHOW CARD 28)

292. Do you agree or disagree with the following statements?

		Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
A	I am unsure whether to believe most politicians	1	2	3	4	5
B	I am usually cautious about trusting politicians	1	2	3	4	5
C	In general, politicians are open about their decisions	1	2	3	4	5
D	In general, the government usually does the right thing	1	2	3	4	5
E	Information provided by the government is generally unreliable	1	2	3	4	5
F	It is best to be cautious about trusting the government	1	2	3	4	5
G	Most politicians are honest and truthful	1	2	3	4	5
H	People in the government often show poor judgement	1	2	3	4	5

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- 1 Don't know
- 2 No answer/refused
- 3 Not applicable (filter)
- 5 Missing; Not applicable for other reasons

I	Politicians are often incompetent and ineffective	1	2	3	4	5
J	Politicians don't respect people like me	1	2	3	4	5
K	Politicians often put country above their personal interests	1	2	3	4	5
L	Politicians usually ignore my community	1	2	3	4	5
M	The government acts unfairly towards people like me	1	2	3	4	5
N	The government understands the needs of my community	1	2	3	4	5
O	The government usually has good intentions	1	2	3	4	5

(SHOW CARD 8)

Q293. Using a 10-point scale, can you please tell me how much you trust [name of the Head of State] where 0 means “no trust at all” and 10 means “a great deal of trust”? Remark for the survey team: please, add the name of the President or Prime Minister in your country – depending who is the Head of State in your country, according to the Constitution.

0	1	2	3	4	5	6	7	8	9	10
No trust at all										
A great deal of trust										

(SHOW CARD 12)

Q294. I am going to read out a list of world leaders. Can you tell me how many from this list you generally trust? Please, do not say the names – just tell me whether you trust nobody (0), one leader (1), two leaders (2), three (3) or all four (4) leaders mentioned on the list.

Code one answer as number from 0 to 4 for group A and from 0 to 5 for group B: _____

Remark for the survey team: in the card for group B, please, add the name of the President or Prime Minister in your country – depending who is the Head of State in your country, according to the Constitution.

Card for GROUP A: 50% of your sample.

- 1 Angela Merkel, Chancellor of Germany
- 2 Donald Trump, President of the USA
- 3 Vladimir Putin, President of Russia
- 4 Xi Jinping, President of China

Card for GROUP B: 50% of your sample.

- 1 Angela Merkel, Chancellor of Germany
- 2 Donald Trump, President of the USA
- 3 Head of State of your country
- 4 Vladimir Putin, President of Russia
- 5 Xi Jinping, President of China

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them):

The general coding for missing codes is as follows (do not read them and e

-1 Don't know	-3 Not applicable (filter)
-2 No answer/refused	-5 Missing; Not applicable for other reasons

2. MIDDLE EAST REGIONAL MODULE

Module has been designed in cooperation with the Middle East and North Africa program of the World Bank and has been applied in Iraq, Jordan, Lebanon and Egypt. The module will be used also in other surveys in the Middle East to be completed in Fall 2020/ Spring 2021. The module will be released as a separate dataset in 2021. For now, data for these questions is available in the national datasets.

MN1. In your opinion, to what extent is the government working to crackdown on corruption and root out bribes?

4. To a large extent
3. To a medium extent
2. To a small extent
1. Not at all

MN2. Some people say that nowadays it is impossible to get a job without *wasta* whilst others are persuaded that posts are attributed according to qualifications. Through the examples that you personally encountered with recently, you see this as...

1. Getting a job by *wasta* is extremely wide-spread
2. Getting a job by *wasta* is quite often
3. Getting a job by *wasta* happens sometimes
4. Jobs are gotten without *wasta*
5. I do not know examples concerned

MN3. To what extent do you agree or disagree with the following statement: "Citizens must support the government's decisions even if they disagree with them"?

4. I strongly agree
3. I agree
2. I disagree
1. I strongly disagree

MN4. Do you agree or disagree with this statement: "Political reform should be introduced little by little instead of all at once"?

4. I strongly agree
3. I agree
2. I disagree
1. I strongly disagree

I am going to ask a number of questions related to the current government's performance. How would you evaluate the performance of the current government in...?

Mark "0" if the respondent says that "this is not government's responsibility". Please, note that you should NOT read this item in the first place!

		Very good	Good	Bad	Very bad	
MN5	Creating employment opportunities	4	3	2	1	0
MN6	Narrowing the gap between rich and poor	4	3	2	1	0
MN7	Controlling prices	4	3	2	1	0
MN8	Provision of utilities (fuel, water, electricity, gas, sanitation)	4	3	2	1	0
MN9	Providing security in the country	4	3	2	1	0

		Completely satisfied	Rather satisfied	Rather dissatisfied	Completely dissatisfied
MN10	The way democracy is developing in our country	4	3	2	1
MN11	The way the economy is developing in our country	4	3	2	1
MN12	The educational system in our country	4	3	2	1
MN13	The healthcare system in our country	4	3	2	1

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:	
-1 Don't know	-3 Not applicable (filter)
-2 No answer/refused	-5 Missing; Not applicable for other reasons

MN14	The way the government performs its duties in national office	4	3	2	1
MN15	The way the local authorities are solving the region's affairs	4	3	2	1
MN16	The system of social security	4	3	2	1

MN17. If you had your preference, in which of the following would you prefer to work?

1. To work as an employee in the public sector
2. To work as an employee in the private sector
3. To be self-employed

MN18. In general, do you have a favorable or an unfavorable opinion of those who start and run their own businesses?

1. Very favorable
2. Fairly favorable
3. Fairly unfavorable
4. Very unfavorable

MN19. Have you actively looked for work in the past four weeks:

1. Yes
2. No

MN20. If you received an employment opportunity in the last four weeks or during the next month, would you be interested and able to start working?

1. Yes
2. No

MN21. Are you registered through your employer with the [name of the national social security agency of the country] of [your country]?

1. Yes
2. No

MN22. How satisfied are you with the salary and benefits of your current primary job?

- 1 Strongly satisfied
- 2 Fairly satisfied
- 3 Fairly dissatisfied
- 4 Strongly dissatisfied

MN23. How satisfied are you with the opportunities for professional development and promotion in your current primary job?

- 1 Strongly satisfied
- 2 Fairly satisfied
- 3 Fairly dissatisfied
- 4 Strongly dissatisfied

MN24. Do you own a business or have taken tangible steps to start a business during the past twelve months (either by yourself or with others)?

- 1 I already have an established business
- 2 I have taken steps to establish a new business
- 3 I have not taken any steps to establish a business

MN25. Over the past year, did you or a member of your family living with you borrow money?

1. Yes
2. No (Go to MN)

MN26. If 'yes', did you borrow from any of the following places? Check all that apply

1. Microfinance Institution
2. Commercial Bank

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them):

-1 Don't know	-3 Not applicable (filter)
-2 No answer/refused	-5 Missing; Not applicable for other reasons

3. Public Bank
4. Friends or Family
5. Informal Savings & Lending Association (e.g. Jamiyat)
6. Credit Supplier
7. Other

MN27. If 'yes', was the loan used for

1. Starting or Growing a Business
2. Buying or Improving a Home
3. Getting Married
4. For Household Purchases (examples: ...)
5. For emergencies
6. Other _____ please describe _____

Do you think the formal education system in your country provides people with the skills and training they need:

	Yes	No
MN28. To find employment	1	2
MN29. To perform their jobs well	1	2
MN30. To start a business	1	2

In the city or area where you live, are you satisfied or dissatisfied with the quality of the following?

	Very satisfied	Fairly satisfied	Fairly Dissatisfied	Very dissatisfied
MN31. The public transportation systems	1	2	3	4
MN32. The roads and highways	1	2	3	4
MN33. The schools	1	2	3	4
MN34. The quality of air	1	2	3	4
MN35. The quality of water	1	2	3	4
MN36. The quality of health care	1	2	3	4
MN37. The quality of housing	1	2	3	4
MN38. The beauty of physical setting	1	2	3	4

The general coding for missing codes is as follows (do not read them and code only if the respondent mentions them:

- | | |
|----------------------|--|
| -1 Don't know | -3 Not applicable (filter) |
| -2 No answer/refused | -5 Missing; Not applicable for other reasons |