

Etica Empresarial En El Nucleo De La Estrategia Corporativa

Patricia Debeljuh

Ética empresarial Patricia Debeljuh,2009

Un nuevo pacto empresa-sociedad. Economía social y ética Rafael Cejudo Córdoba,2022-04-13 Este libro es fruto de la ilusión y el trabajo en tiempos difíciles. La pandemia de COVID 19 afectó a la celebración del vigésimo octavo congreso del capítulo español de la European Business Ethics Network (EBEN-Spain) obligando a retrasarlo un año. El congreso se celebró finalmente en la Facultad de Derecho y Ciencias Económicas y Empresariales de la Universidad de Córdoba entre los días 11 y 13 de junio de 2021, en un formato dual adaptado a las condiciones sanitarias. Contó con el patrocinio de los Proyectos de Investigación "Business Ethics: Normativity and Economic Behaviour III" (BENE3, MINECO) y "Conducta Moral y Deontología Profesional: el caso de la Gestión Cultural en Andalucía" (COMDEP UCO_27361), así como del Área de Cooperación y Solidaridad de la Universidad de Córdoba, de la Agencia Andaluza de Cooperación Internacional para el Desarrollo y de Unicaja Banco. Se contó también con la colaboración del Consejo Social de la Universidad de Córdoba. Las investigaciones recopiladas en este volumen proceden de las comunicaciones presentadas entonces...

Ética Empresarial, Comercio, Administración y Responsabilidad Social Tomo 1 Guido Poveda Burgos,Delia Cevallos Castro,Clara Cabrera Jara,Lourdes Sambonino García,Julio Baque Mieles,2025-07-31 La universidad, al igual que todo en la naturaleza se adapta, se transforma y finalmente evoluciona para mejorar la adaptación y supervivencia como un organismo viviente en un entorno cambiante. En un sentido más amplio, la evolución implica un proceso de cambio y mejora continua, ya sea en individuos, organizaciones o incluso ideas. Justamente dentro del constante proceso de evolución de la universidad, el estudiante tiene que desempeñar un rol protagonista en la generación de nuevos saberes y conocimientos, esto es bajo la guía y tutela de aquellos profesores comprometidos con lograr la excelencia académica, social y sobre todo fomentando el desarrollo de habilidades, competencias y valores que permitan a los estudiantes desenvolverse de manera exitosa en la vida personal y profesional. Es así que, en la búsqueda de la excelencia, la presente obra denominada Ética empresarial, Comercio, Administración y Responsabilidad Social - Tomo 1, ha sido desarrollada por los estudiantes de la Carrera de Licenciatura en Comercio Exterior, paralelos CEX-S-MA-3-3 y CEX-S-MA-3-5 junto con sus docentes guía de la Universidad de

Guayaquil, Facultad de Ciencias Administrativas de este centro de educación superior.

Ean Legacy: la construcción de la innovación María Alejandra Chaux Echeverry,Miguel Ángel Orejuela Duarte,2023-11-23 Gran parte de nuestra labor como arquitectos radica en la responsabilidad que adquirimos con los edificios que diseñamos: cómo van a funcionar, cómo se van a mantener, cómo se van a operar... Sin embargo, existe un reto mayor que impone el proyecto a su autor, que lo desafía y pone a prueba su visión y experiencia, y es cómo se transformará este en el futuro. Cómo a través del tiempo, con el cambio generacional y cultural de sus ocupantes, podrá interactuar con ellos como lienzo sobre el cual crear nuevos espacios, de manera tal que se minimice la intensidad en el consumo del capital natural y genere valor a la experiencia humana para sí mismo y su entorno. Es ahí donde la responsabilidad como arquitectos nos transforma en constructores de un mañana que brinde mejores oportunidades a nuestro planeta. Una de las principales motivaciones en el proyecto EAN Legacy fue conocer y explorar nuevos caminos a través del diseño y la construcción, no solo para generar arquitectura de calidad, sino arquitectura con responsabilidad y conciencia.

Empresa y sociedad Javier Ongay Terés,2018-10-02 Reflexionar sobre la realidad que nos rodea, sobre todo si se tiene la vista puesta en la empresa, tanto en su papel de generadora de la sociedad como de interlocutora en muchos de los aspectos de la vida comunitaria, es no solo conveniente sino imprescindible. Temas como la digitalización, la comunicación, el marketing, la ética empresarial, la formación de los futuros profesionales, etc. conviene que sean puestos en cuestión permanente porque ellos mismos están sujetos a cambios constantes. Es lo que se pretende en estas páginas, que reúnen reflexiones que han visto la luz en diversos medios on y off line, tanto en España como Latinoamérica. El análisis es una invitación a que cada lector haga su propia reflexión. Aquí, está hecha con ánimo divulgativo, echando a veces mano de la ironía y buscando siempre aportar información y algunos criterios quizá útiles para valorar la importancia de tales temas y su significado.

RESPONSABILIDAD SOCIAL CORPORATIVA Fernando Navarro García,2024-02-01 La RSC, la sostenibilidad o los criterios ASG (todos ellos están enfocados a factores ambientales, sociales y de buena gobernanza) ya no son una moda pasajera y, desde la implantación de la Agenda 2030, los Objetivos de Desarrollo Sostenible y la creciente regulación legal y convencional de informes no financieros (derechos humanos, medioambiente, transparencia y buen gobierno), la tendencia no ha hecho más que reforzar la idea de que la ética no solo es necesaria para las sociedades y rentable para las empresas, sino que, además, debe acreditarse para que las declaraciones no sean un mero greenwashing o pura cosmética. El auge del compliance o cumplimiento normativo y la existencia de numerosas certificaciones, auditorías y regulaciones en materia de sostenibilidad son la prueba de ello. Esta tercera edición totalmente actualizada aúna aspectos teóricos sobre la ética de las organizaciones (responsabilidad y libertad, coherencia, dilemas, relaciones con grupos de interés, etc.) con elementos prácticos relacionados con los diferentes ejes de intervención de la RSC y la sostenibilidad: códigos de conducta, comités de

RSC, memorias de sostenibilidad, informes no financieros, certificaciones, normas de referencia, lucha contra la corrupción, inversiones ASG o diligencia debida en materia de derechos humanos. Índice: Parte I: TEORÍA DE LA RSC: De la Ética a la RSC y la sostenibilidad.- La responsabilidad social de las organizaciones.- Los grupos de interés o stakeholders.- Transparencia y comunicación externa de la RSC- Parte II: PRÁCTICA DE LA RSC: CONVENCIONES, NORMAS Y CERTIFICACIONES.- El impulso político de la RS en España y Europa.- Regulación en materia de derechos humanos.- Regulación en materia sociolaboral.- Regulación en materia medioambiental.- Regulación generalista en materia de RSC y sostenibilidad.- Parte III: ÁMBITOS ESPECIALES DE RSC.- Del marketing social al comercio justo.- La responsabilidad social de las ONG y sus alianzas con empresas.- Desarrollo sostenible, desarrollo humano y lucha contra la corrupción.- Inversión socialmente responsable (ISF), fondos éticos y solidarios.- Conclusiones: hacia una geopolítica socialmente responsable y sostenible.- Bibliografía.

Tratado práctico a la legislación reguladora de los accidentes de trabajo y enfermedades profesionales Mario E. Ackerman,José Luis Monereo Pérez,Cristóbal Molina Navarrete,2005-12 Presenta un manual con un amplio abanico de análisis sobre la legislación relativa a la protección contra los riesgos laborales.

Marcas buenas, buenas marcas Emilio Llopis,2024-09-09 ¿Sabías que las empresas que han incorporado la sostenibilidad en su estrategia de marca obtienen de media un 22 % más de crecimiento? ¿Que las marcas que practican greenwashing y son percibidas como no transparentes pierden hasta un 20 % de su valor? ¿O que la sostenibilidad es cada vez más un criterio imprescindible para que una marca sea considerada como opción por los clientes? ¿Estás al tanto de que la normativa en sostenibilidad no solo afecta a grandes empresas, sino también a toda su cadena de suministro? La sostenibilidad se ha convertido en un imperativo para todas las empresas. Independientemente de su tamaño o sector, bien por convencimiento, por demanda de los clientes o por normativa legal, deberán acreditar prácticas sostenibles ESG. En este contexto, las ganadoras serán aquellas que sepan capitalizar sus esfuerzos en sostenibilidad para fortalecer su marca. Este libro ofrece un modelo eficaz y práctico para incorporar la sostenibilidad en la estrategia de marca, paso a paso, en todo tipo de empresas. Además, proporciona a empresarios y directivos las claves necesarias para fortalecer y diferenciar su marca en un mercado cada vez más competitivo. El autor presenta también valiosos aprendizajes a través de los casos de marcas que ya lo han logrado, como Roca, Meliá Hotels International, Hijos de Rivera (Estrella Galicia), Ferrer, Ecoalf, Istobal, Vicky Foods, Triodos Bank, Zamora Company, Heura Foods, Aenor, Aranco, Sacyr, Naturgy, entre otros.

Administración Jorge Prieto,Ingrid Teherán,2024-08-09 Esta nueva edición ampliada fue motivada por los diferentes mensajes sobre la necesidad de profundizar en algunos tópicos relacionados en el mismo, debido a la calidad temática de la propuesta, lo cual facilita su lectura, comprensión, análisis y la práctica docente. Por eso, incluimos aportes actualizados y conocidas estrategias metodológicas, como cuadros, gráficas, mapas conceptuales, casos, ejercicios de aprendizaje, links de

contacto, talleres de evaluación y una buena bibliografía, los cuales con seguridad serán un valor agregado fundamental en el seguro éxito de esta propuesta editorial y empresarial. Desarrolla temas de la administración como sus características, principios, etapas, escuelas, autores más destacados, modelos, técnicas, teorías y métodos para la implementación de procesos administrativos, entre otros.

Buen vivir y cambio de la matriz productiva Jorge Orbe,Sara Caria,Daniel Legarda,Jeannette Sánchez ,Julio Oleas,Gary Flor ,2016-10-21 En el 2008, la Constitución ecuatoriana estableció al Buen Vivir como su principal eje para desvincularse de las visiones tradicionales de desarrollo y enfocarse hacia una filosofía trascendental, con mayor sentido de comunidad y orientada a propiciar la armonía del ser humano con la naturaleza. El objetivo de esta obra es analizar las continuidades y los cambios, así como los desafíos y las iniciativas que han representado la implementación del Buen Vivir en Ecuador en términos de estrategias, políticas económicas, y modelos productivos propuestos.

Fundamentos de governança corporativa: Edmo Colnaghi Neves,2021-08-20 O GRC, sigla para governança corporativa, riscos e compliance, é o tripé que viabiliza a sustentabilidade das organizações e, naturalmente, deve estar fundamentado em normas jurídicas. Nesse sentido, esta obra trata dos aspectos fundamentais da governança corporativa, da gestão de riscos e do compliance, bem como das principais normas jurídicas aplicáveis, com a intenção de preparar quem pretende conhecer ou utilizar a governança corporativa, mesmo que não tenha experiências ou vivências em organizações empresariais com um padrão de GRC considerado adequado. Percorra conosco estas páginas que elucidam e aprofundam uma vertente até então pouco explorada ao se tratar de governança corporativa: como o tom da liderança impacta na constituição, no crescimento, na solidificação e na longevidade da atividade empresarial.

Comunicación ,2007

Administração Cleidiane da Silva Tavares,2025-06-05 O Livro Administração: teoria e prática é uma obra abrangente que explora os princípios fundamentais da administração de forma clara e objetiva. Escrito por uma renomada técnica no campo, o e-book aborda temas essenciais como planejamento estratégico, organização, liderança, controle e tomada de decisão. Com exemplos práticos e estudos de caso, a autora apresenta as teorias da administração de uma maneira que é facilmente aplicável ao ambiente corporativo. Além disso, o livro discute as tendências atuais e os desafios enfrentados pelos gestores nas organizações modernas. Administração: teoria e prática é uma leitura indispensável para estudantes, profissionais e empreendedores que desejam aprimorar seus conhecimentos em administração e se destacar no mercado de trabalho.

Pasión por el diálogo y el encuentro José María Martín Patino,2025-09-05 José María Martín Patino (1925-2015) fue un destacado protagonista de la transición española a la democracia, como estrecho colaborador del Cardenal Tarancón en la diócesis de Madrid. Tras ese periodo trascendental, mantuvo una intensa presencia pública, marcada por su pasión por el

diálogo y la búsqueda del consenso en las grandes cuestiones sociales y políticas, sobre todo a través de la Fundación Encuentro. Este libro reúne una selección de sus textos, artículos y documentos inéditos sobre la historia reciente de España.

A teoria do decrescimento e sua aplicação no constitucionalismo brasileiro para o alcance da sustentabilidade

Marcus Mauricius Holanda,2021-09-15 A obra em questão aborda a temática da sustentabilidade ecológica e realiza esse estudo por meio da Teoria do Decrescimento com o escopo de buscar uma solução para o meio ambiente e sustentabilidade ecológica no Brasil. Assim, afirma-se a necessidade de reorientação para a atividade econômica para que esta compreenda a importância da natureza e da sustentabilidade, de modo que possa oportunizar a natureza a dar seguimento ao seu ciclo de recuperação e estabilização de seus recursos naturais. Percebe-se a necessidade da instalação de novo paradigma teórico para racionalizar e promover a sustentabilidade. A teoria do decrescimento requer a mudança dos valores de crescimento baseada na relação produção/consumo para uma sociedade suficiente e garantidora da sustentabilidade. O viver em harmonia com a natureza tem como requisito essencial a sustentabilidade. Os bens ecológicos comuns estão entrando em colapso devido à utilização irrestrita e incontrolada, de modo que a coletividade sofre com a exploração em demasia dos recursos naturais, dessa forma a mudança de paradigma é essencial como meio de possibilitar condições adequadas de vida para as presentes e futuras gerações.

Libros en venta en Hispanoamérica y España ,1993

EL CEO 3D. Lidera el cambio en tu organización Alvarez Satorre, Luis,2024-05-20 Descubre en El CEO 3D una guía práctica de liderazgo basada en las experiencias vividas por su autor, un CEO «tridimensional». En el libro encontrarás las pistas y sugerencias para enfrentarte a los retos y oportunidades de un entorno digital donde la visión, la empatía y la generación de resultados se combinan como receta para el éxito. Luis Álvarez Satorre presenta cómo llevar tus capacidades personales y profesionales al límite y mejorar cada día para: • crear la visión de la compañía; • conectar con todo tu entorno; • liberar el poder de tu equipo; • construir una organización obsesionada por el cliente; • impulsar una cultura de alto rendimiento; • mantener el foco y • ser el cambio que quieras producir. Las distintas áreas en las que trabajarás son lo que denomina las tres dimensiones del CEO: Evangelist, Engagement y Execution. Aprende las capacidades que te convertirán en un líder 3D. Léelo, disfrútalo, apícalo. «El líder tridimensional que nos describe Luis es una manera novedosa de agrupar los ámbitos de actuación de quienes están al frente de equipos u organizaciones». José María Álvarez Pallete Presidente de Telefónica

Revista de Fomento Social ,2005

Manual De Compliance Christian K De Lamboy (coordenador),2019-10-05 Mais do que nunca as empresas precisam se proteger de fraudes como corrupção, roubo e outras não conformidades. Ao mesmo tempo a regulamentação e fiscalização em várias áreas se tornam cada vez mais amplas e rígidas. A necessidade de ter um processo estruturado de compliance está

crescendo, mas informações detalhadas das práticas sobre o tema ainda são escassas. Este livro aborda de forma prática e com uma linguagem de fácil entendimento uma visão holística de uma estrutura de compliance, tendências e desenvolvimentos atuais. Outro ponto que destacamos é a importância do Fator Humano no aspecto de Compliance e como aplicar no ambiente de governança das corporações. O livro conta com a colaboração de mais de 50 especialistas com longa experiência, de diferentes setores e de (re)conhecimento internacional.

Relatório de Sustentabilidade: O Guia Completo para Elaboração Eficaz Fabricio Sales Silva, 2025-05-20 Domine a arte de criar um relatório de sustentabilidade que transcende as expectativas, alinhando-se perfeitamente às normas globais e aos acordos internacionais, enquanto abraça os três pilares essenciais do ESG: ambiental, social e governança. No limiar de uma era onde a sustentabilidade se tornou o pilar central para o crescimento e resiliência das organizações, a elaboração de relatórios de sustentabilidade emerge como uma ferramenta indispensável. Relatório de Sustentabilidade: O Guia Completo para Elaboração Eficaz é uma obrameticulosamente concebida para guiar empresas de todos os portes e setores na criação de relatórios abrangentes, confiáveis e, acima de tudo, transformadores. Nossa objetivo é que, ao virar a última página, os leitores não só tenham em mãos um compêndio abrangente sobre como elaborar relatórios de sustentabilidade que atendam aos mais altos padrões globais, mas também se sintam inspirados a agir. Que este livro sirva como um estímulo para que as organizações não apenas relatem suas práticas de sustentabilidade, mas também se motivem a melhorá-las continuamente, contribuindo assim para um futuro mais sustentável e justo para todos. Prepare-se para desbloquear o potencial de sua organização para liderar uma nova era de negócios sustentáveis. Esta obra é um convite para se tornar parte de um movimento global em direção a um futuro mais sustentável e equitativo. Aceite este convite e inicie sua jornada para a excelência em sustentabilidade hoje.

Uncover the mysteries within in enigmatic creation, Discover the Intrigue in **Etica Empresarial En El Nucleo De La Estrategia Corporativa**. This downloadable ebook, shrouded in suspense, is available in a PDF format (*). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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