

Editorial

Dear reader,

The Hojas y Hablas Journal has recently been focused on social sciences and education issues, according to the mission of Fundación Universitaria Monserrate to transform society. This issue (Number 18) has been assumed by Administrative and Economics School and the contributions have been called “Company’s social sense, entrepreneurship and other challenges for enterprises”. The purpose of this issue is to problematize different elements that define the enterprise not only as an organization with financial goals in the processes of social development, if not as a strategic motor of wellbeing. Furthermore, production and provision of goods and services affect persons, groups and the environment. From this argument, the present issue of the Journal is located in the context of companies and experiences in Bogotá-Region.

Social responsibility, shared value, and other social initiatives are present at the strategic formulation of the companies. Nowadays, these characteristics have become recognized challenges and they are part of the DNA of all size enterprises. From this new perspective, where the need for sense and impact of the business are required, the companies are not individual units -created exclusively for profitability- if not they are recognized as a decisive actor in the social fabric. As a result, a social component has to be involved in business decisions beyond groups of interest that are looking for the success of their management.

The national economic reality shows that the mean factor of business development is not constructed by large enterprises, exclusively. In Colombia, more than 90% of the companies have been small and medium-sized companies. That is the reason why a country that promotes, finances and legislates is required, in order to favour the entrepreneurship and success possibilities for entrepreneurs. When companies succeed in business sustainability, they contribute to strengthen the social fabric and solve critical problems in the economy as informality and unemployment. In conclusion, the authors of the present issue suggest that innovation and entrepreneurship are the mean challenges for the companies of all sectors.

In the following paragraphs, I invite to read the different articles of this issue:

The first article, “Competitive Corporate Social Responsibility in MSMEs of Sabana de Occidente, Cundinamarca” begins by reviewing the impact of relations with stakeholders, in the process of formulation of Corporate Social Responsibility strategies in more than one thousand MSMEs of Sabana de Occidente -close to Bogotá-, and how CSR itself is a differential element in organizational competitiveness, which is reflected today in the mission, vision, values, principles and other elements of strategic business planning.

The second article, “Social representation of the business failure of SMEs in Bogota from investigations conducted in 2007-2017 period” exposes the result of a comprehensive review of the state of the art in different academic media, identifying the causes of business failure of small and medium-sized companies in Bogota.

In this regard, their financial, organizational (planning), market and human talent management stand out as critical factors to decline.

The third article, “Green marketing in floricultural companies in Sabana de Bogota” presents green marketing as a way of differentiation and construction of advantages in the markets at local, national and international levels for companies dedicated to floriculture. In this regard, the growing interest at an enterprise level is highlighted. However, ignorance is recognized in the way of implementing the value chain of the organization.

The fourth article, “Human Scale Development and Economy of the Common Good: Fincomercio case study” highlights the impact of the “human” component on the traditional vision of economic development, which has historically been limited to the exercise of the corporate social object. From this perspective, the identification of the needs and satisfiers of the employees of an organization gives meaning to the companies themselves, which should always start from understanding them.

In the fifth article “Socio-critical thinking as a reference for more-human finances”, although profitability has been the objective of financial systems and one of the essential components of the evaluation of business management, the main contributions are presented from the perspective of the socio-critical approach, according to which the application of expert knowledge in financial issues, goes beyond the instrumentalization of disciplinary knowledge to favour owners of production factors.

In the sixth article “Innovation in micro-enterprise entrepreneurship”, the relationship between innovation and entrepreneurship is addressed, as drivers of business ideas that generate a wide variety of microenterprises. Business development in the city of Palmira (Valle del Cauca) is taken as an example. It is important to note that the subsistence of entrepreneurs depends on these ventures, largely.

The seventh article “Reflection on entrepreneurship in the Business Administration Program at Universidad de Cundinamarca, Chía” suggests a path of entrepreneurship training for the Business Administration Program of the Faculty of Economics and Accounting Administrative Sciences of the University of Cundinamarca Chía. This proposal is based on a comparative analysis with other Higher Education Institutions, of socioeconomic context, aligned with recent government guidelines.

In the eighth article “Analysis of the organizational climate and culture in the Tabio Hospital case study”, an approach is made to the obstacles that arise in the organizational climate and culture of the public hospital of Tabio (Cundinamarca) town, as a result of contracting model that is managed in this Institution. As a consequence, there are evident problems in the lack of general management of activities and the scope of organizational achievements.

In the ninth article “The incidence of business intelligence in the management of furniture and wood companies in Bogotá D.C”, the results refer to the way that management decisions are made in small and medium-sized furniture and wood companies in Bogotá. In this paper, the importance of the use of technological tools for information management and the awareness about the aspects that define competitiveness in the sector are highlighted. It is important to remind that; the sector has suffered a high impact by economic opening and smuggling.

Finally, the tenth article “Applied methodologies to improve cost management in processes of dairy production and their impact on profitability” shows the results of the strategic intervention carried out on a dairy company in Cajicá (Cundinamarca) town. It will be possible to observe in its content, how from the application of some methodologies, the company’s operating margin and profitability were impacted positively, without affecting the thousands of jobs generated by the business.

In account, this issue No. 18 of Hojas y Hablas Journal is widely dedicated to social subjects, and we consider it appropriate to Business Administration, Economy and Finance Schools or Faculties, as well as to entrepreneurs, businessmen, and all people who are interested in socio-economic issues in our country or region. Surely, there are excellent documents for consulting.

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