



CORPORATE SOCIAL RESPONSIBILITY IN ARGENTINE PREVISIONAL ORGANIZATIONS Myth or reality?

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Companies or organizations have begun to engage in an economic and environmentally sustainable way with the different stakeholders that surround them. This action is linked to the concept of Corporate Social Responsibility (CSR). Inquiring about CSR in the Argentine Social Security Organization (SSO) is the main objective of this thesis, which was developed in order to achieve the postgraduate degree of the Master of Marketing Services of the Faculty of Tourism, UNCo.

For this, the current situation of the SSO that are members of the Federal Social Security Council of Argentina was analyzed. Although these bodies aim to guarantee access to basic services in relation to the income, health and other benefits of their members, it does not mean that they are currently linked to CSR.

The research design was descriptive, structured observation of 18 PAHO web sites under study and the structured survey applied to 13 managers of the same. A univariate analysis of all the variables was carried out, as well as a multivariate analysis applying the cluster analysis technique, with ascending model (Johnson algorithm).

It was concluded that in this way towards CSR, economic and legal responsibility, are integral to the imperative actions of the company, while still the ethical and discretionary responsibility, are voluntary responsibilities of the organization that are in progress.



SSO carry out certain actions in isolation, but do not establish CSR implementation strategies. Here SSO managers play a key role, it is they who must understand the importance which entails CSR, committing the different social actors, to integrate them to the new management of the organization.

Key Words: Social Provision Organizations - Corporate Social Responsibility - CSR implementation strategies.

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