

METANALYSIS OF PUBLICATIONS ON SOCIAL RESPONSIBILITY UNDER THE LENS OF SUSTAINABILITY

METANÁLISE DE PUBLICAÇÕES SOBRE RESPONSABILIDADE SOCIAL SOB A LENTE DA SUSTENTABILIDADE
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Received: 02.16.2021
Accepted: 03.01.2021
Published: 04.01.2021.

ABSTRACT:

It is noted in the literature that there is concern of the authors related to paradigms for the subject social responsibility. The concept was developed from the perspective of capital at the height of the industrial revolution. However, society has undergone significant economic, environmental and social changes. Thus, the objective is to analyze the scientific production in order to identify the approaches of the articles produced. Metanalysis, bibliometrics and descriptive statistics were used, with cross tabulation to analyze the collected data. From the results, it appears that there is a gap in the literature to be filled on the topic, which is the use of strategic elements for the implementation of sustainable social responsibility actions.

KEYWORDS: Social responsibility. Strategy. Meta analysis.

1. Introduction

While dealing with the social responsibility concept, it is important to understand the connection between an individual and collective commitment regarding actions taken, and that can bring a quality of life improvement for society. "It is a way of conducting the company's business, in such a way that it becomes a partner and co-responsible for social development", preserving environmental and cultural resources along with reducing social inequalities (Ethos, 2009).

In Brazil, the Ethos Institute develops partnerships to put into practice public policies focused on the social area, and the interaction between business and society attempting sustainable development. At the international level, the Global

Compact launches in 1999 to promote its commitment to fundamental values in the areas of labor relations, environment, and human rights as a way for companies to voluntarily adhere to the citizenship and sustainable development perspectives, using ten guiding principles to be part of this Pact (*unglobalcompact*, 2018).

For Griesse (2006), there are a high number of Brazilians living in poverty despite the abundance of natural resources and advanced technologies. The author emphasizes historical factors that influenced this scenario, such as colonialism, the populist period, military dictatorship, unfair trade agreements, foreign debt, and corruption.

Also, according to the author, the complexity of the Brazilian context presents challenges for social and economic equality. In this sense, Zaharia *et al.* (2010) point out the social responsibility concept stands out as a strategic element of sustainability and development. However, this perceptive relates to a legal obligation, and it is something subordinate to economic performance.

Tenório (2015) explains the theme is controversial, dynamic, and involves capital paradigms that control everything from profit generation to social actions, failing to address social and environmental issues. For the author, changes in the organization of work contributed to broaden the discussion on social responsibility.

Through the literature, it is possible to notice that there have been concerns and proposals for the new concepts of social responsibility under discussion. The concept comes from the capital perspective at the height of the industrial revolution. However, society has undergone significant economic and social changes so there is a need for strategic approaches testing the theoretical and practical aspects of this matter.

Despite a variety of instruments created for measuring and evaluating social responsibility, such as, for example, the Sustainability Report, Global Reporting Initiative, Corporate Sustainability Index (ISE), Social Balance, the Federal Accounting Council standard (CFC T15), there is still a divergence in information regarding the strategic and operational management of these tools. There is a

need for research to be carried out focusing on strategies and directive actions of social responsibility from a social, environmental, and economic perspective.

This research has a methodological approach characterized as exploratory and descriptive since it is based on secondary data having as a starting point the data already collected in previous research from a bibliographic survey of data and information, according to Malhotra's guidelines (2005, p. 72). Subsequently, the metaanalysis is used while a Systematic Literature Review (SLR) was developed followed by a descriptive statistical analysis to describe the findings regarding the analyzed data. The recommendations made by Dias *et al.* (2011) were also observed.

As for the delimitation, bibliographic research is used to collect the data over online search in the Elsevier's Scopus database as well as papers found in the Periodicals Portal of the Coordination for the Improvement of Higher Education Personnel (CAPES). Subsequently, Excel software was used to organize and analyze researched categories. Thus, this paper structures into four sections: theoretical framework, methodology, results and discussions, and final considerations.

2. Theoretical framework

In the view of Carrol (1999), the tendency for the new millennium is the growth of attempts to measure social responsibility initiatives as much as theoretical development, based on empirical research so that theory reconciles with practice. Ashley *et al.* (2002, p. 6) emphasize that social responsibility is defined as "a commitment that one should have towards society through attitudes that positively affect some community and requires an environment in conditions for actions to be implemented and managed". Araujo (2008) points out that the focus of social actions centers on the community, with good citizens who can develop and promote individual and collective citizenship.

As reported by Santos (2002) it is important to create alternatives for the new reality. According to the author, it is necessary to move forward and look for alternative forms of knowledge based on modern paradigms. In the view of Ramos (1989), the rationality that supports organizations is utilitarian, manifesting itself in organizational values and communicative actions, in the

social management research and practice, in the limits and possibilities of paradigms, and critical formation.

The practical aspects experienced become indispensable for research to gain support for the issue, providing significant advances in this area. However, it requires facing new paradigms focused on substantive rationality to analyze the effectiveness of the results found and reported to society's desires.

In Tenório's (2012) view, deliberative citizenship is a process of sustained decisions constantly under construction. It is through the deliberation of citizens that public policies are implemented with a view to the common good. The author highlights the importance of public debate with equal opportunities for dialogue between the people and the relationship with institutions. Vilela (2012) shows deliberative democracy characterizes by the legitimacy of decisions brought forth from discussion processes, guided by the principles of inclusion, pluralism, participatory equality, autonomy, and the common good.

The Global Compact is an important initiative created by the United Nations for organizations to adopt ethical principles in human rights, labor, the environment, and the fight against corruption as business strategies. The document bases on the Universal Declaration of Human Rights, International Labor Organization Declaration on Fundamental Principles and Rights at Work, Rio Declaration on Environment and Development, United Nations Convention against Corruption (GLOBAL COMPACT, 2007). Thus, governance strategies with such perspectives decide taken to have a positive impact on the community.

In line with Guiddens (2000, p. 110), there is a tendency for a mixed economy, seeking to intertwine the public and private sectors, "using the market dynamism and keeping the public interest in mind". When there is a balance between the economic and non-economic sectors, society will benefit from the perspective of improving quality of life. Dowbor (2000), reports that economic, social, and environmental interests, the sustainability tripod, are not responding to society's needs in terms of quality of life, respect for the environment, feeling of security, preservation of the space of freedom individual and social creativity.

Enriquez (2006) emphasizes organizations are not just a rational economic system and even when we are not in a market economy, it is necessary to develop management methods or ways of managing people and resources to produce

something, i.e., to determine a strategy. For the author, the cultural issue is to maintain ethical perspectives of knowing how to live collectively and, putting ourselves in each other's place, it is about how to transform our whole by transforming ourselves; it is having as a collective project something among people and not only goals reach.

It must link values to motivational aspects that are directed to human existence. By identifying the motivational values, they can show that the choices and behavior of individuals in society must be convergent since alone individuals cannot deal with the biological requirements of coordinated social interaction and the vision of well-being of the groups. "To do that, they have to communicate about what they want to achieve" (SCHWARTZ, p. 50, 2005).

The Global Reporting Initiative (GRI) seeks to harmonize the rules for both valuing sustainability reports and for the companies that make them, but also for those who use them. In March 1999, GRI launched the first version of guidelines for corporate social responsibility or sustainability report, conducting tests until the beginning of 2000. A coalition led by the Coalition of Environmentally Responsible Economies (CERES) and The United Nations Development Program (UNDP) took over the task to seek a solution through an extensive consultation process with companies, NGOs, specialists, and other international institutions involved in socio-environmental issues.

In 2015, the Global Reporting Initiative 4 got perfected and launched, with economic, environmental, and social dimensions. It was only possible because of the engagement and efforts of many people and organizations that are committed to sustainability, transparency, and ethics in the accountability agenda. The GRI (2018) is a tool that allows, in a simplified way, its usage in companies of public and private segments, in commerce and industry, in the provision of services, and even in the third sector.

The next section presents which research methodology was used, the conceptual structure found in literature, the procedures for the bibliographic survey, results analysis, the planning of the metanalysis, the variables and constructs found, the operational definition, and data analysis.

3. Methodology

To conduct the present research on social responsibility, the selected methodology was the metanalysis and the Systematic Literature Review (SLR) with survey and bibliometric analysis and descriptive statistics. The articles were selected by the keywords "social responsibility" in the Elsevier's Scopus database.

Considering the research issue and the already identified objectives in the theoretical review, it was possible to define a theoretical conceptual structure for the social responsibility topic. The search and analysis on the subject take place between **01/04/2020 and 12/28/2020**, having as reference the years **2003 to 2020**.

Thus, in the first stage, the theoretical framework's construction was made. The researchers translated and analyzed findings in the literature, launched on topics previously prepared in the Excel software, and were placed as graphs for consistent systematic analysis.

The theoretical framework research took place in five stages: the first was the survey of national and international articles related to the studied theme. In the second stage, it comprised separating the articles by year where articles from 01/2003 until 12/28/2020 were used. For the third stage, important data were abstracted from these articles and allocated separately in an Excel spreadsheet containing the following fields: researched portal, year of publication, published journals, authors, the central point of the studies, objects of the study, the contributions that the article presents and finally the references.

In the fourth stage, we compared the central point of the studies with the contributions presented and made a brief statement. Finally, in the fifth stage, the aim was to create tables that would allow and facilitate better data analysis and we used them in the research. After this stage, we structured a bibliographic review through the definition of the theoretical conceptual structure found as presented in Table 1.

Table 1. Theoretical conceptual structure found in literature

Theoretical conceptual structure found in literature	
1.	Social responsibility
2.	Ethics
3.	Social management
4.	Sustainability
5.	Strategy

Source: Prepared from research data.

Based on the theoretical structure observed in Table 1, it allowed the establishment of relationships between the variables evidenced in the bibliographic research and the guiding question becomes: social responsibility presents different concepts depending on the perspective adopted considering the issues of sustainability, ethics tripod, and strategy?

Thus, a systematic literature review was carried out to achieve the aim of this study. Initially, the selection of a theoretical conceptual framework on social responsibility, ethics, social management, and sustainability was worked on. Then, the bibliometric survey and analysis were done and comprised the search for the keywords "social responsibility" in selected national and international journals specifically considered in the last ten years.

3.1 Procedures for bibliographic survey and analysis

In the CAPES platform (2020), researchers searched through terms of the definition that approached the intended content, which was done in the referred database during the 12-year period through elements in the descriptors in national and international journals. Afterward, the article's contributions were read and selected, and data tabulation to identify study areas, titles published per country and authors, gaps in the literature, and suggestions for future papers.

After reading and knowing the articles, we analyzed the characteristics of social responsibility based on the articles found. In this phase, it was possible to identify constructs and variables found in the research results that have a qualitative approach through the research technique called metanalysis in Figueiredo's perspective (2014).

The research was outlined by the metanalysis through a suggested script to assist researchers both from a statistical and conceptual point of view, also also as a technique to analyze the results of research already published to produce reviews and identify the variables through a literature review to meet the proposed objectives (GABRIEL, 2014).

Thus, the planning of the metanalysis made it possible to produce syntheses of the bibliographic research and to identify the variables. The realization of this

research followed the step-by-step of the metanalysis planning prepared by authors Cooper (2010; Figueiredo *et al.* 2014). Table 2 presents step by step.

Table 2. Planning a metanalysis¹

Estágios	Descrição
1	Identificação / formulação do problema de pesquisa
2	Coleta da literatura (livros, artigos, teses, documentos, artigos não publicados, etc...)
3	Coleta das informações de cada estudo
4	Avaliação da qualidade dos estudos
5	Análise e síntese dos resultados dos estudos
6	Interpretação dos dados coletados
7	Apresentação dos resultados de pesquisa

Source: Cooper (2010; Figueiredo *et al.*, 2014).

The authors recommend a metanalysis plan as seven stages as a form of the logical direction of research, such as identify/formulate the research problem; classify and collect literature (books, articles, theses, documents, unpublished articles, etc.); collect information from each study; evaluate studies quality; analyze and synthesize study results; interpret collected data and present research results.

For this research, we used books and only published articles. The researchers found the articles in the Coordination's database for the Improvement of Higher Education Personnel (CAPES) and SCOPUS (ELSEVIER). Documents available for online consultation were found, using the search feature, facilitating data collection. The selected database was chosen because it is relevant and has over 5,000 publishers; 69,000,000 documents; 1,400,000,000 billion references cited since 1970; 70,000 institutional profiles and over 12,000,000 authors (SCOPUS, 2020).

Bibliometric research is a process known for systematic bibliographic review and its function is to collect, know, understand, analyze, synthesize, and

¹ 1. Identify/formulate the research problem; 2. Classify and collect literature (books, articles, theses, documents, unpublished articles, etc.); 3. Collect information from each study; 4. Evaluate studies quality; 5. Analyze and synthesize study results; 6. Interpret collected data; 7. Present research results.

evaluate scientific articles to create a theoretical and scientific basis on a subject (LEVY and ELLIS, 2006). Thus, the next topic discusses latent variables or constructs, the constitutive definition, and the operational definition.

3.2 Latent variables or constructs

According to Hair (2009, p.540), "latent construct cannot be directly measured, but one or more variables or indicators can be represented or measured". Conforming to the author, multiple indicators must measure a construct. The latent variable offers abstraction that allows describing relations between events or variables that share something in common and generalize relations. When relations between latent variables and observed variables while making the latent variable constant, the observed variables are independent (BOLLEN, 2002).

Therefore, for this research, the social responsibility, ethics, strategy, and sustainability (economic, environmental, and social) constructs will be dimensioned, since they intend to show that sustainability, ethics, and strategy interfere with the concept of social responsibility.

3.3 Constitutive definition (CD)

The observed constructs in this work are related to social responsibility, ethics, strategy, and sustainability. Studies such as de Witkowska (2016); Quezada (2016); Martins, Campos, and Martins (2016); Jiménez, Martínez and Lopes (2016); Pinto (2016); Hernández-Perlines and Sánchez-Infantes (2016); Larrán-Jorge and Andrades-Peña (2014); Villalobos et al. (2011); Meyssonier and Rasolofo-Distler (2011); Dreher, Souza and Ullrich (2007) Eiró-Gomes, M., Raposo (2020). In their discussions, they bring parameters in the dimensions of sustainability from a social, environmental, and economic perspective. Discussions with an ethical context approach brought up by De Lima, Mafra, and Narciso (2016); Silva, Freitas, and Candido (2016); Castellanos, J.M.B. (2019) Pinto (2014); Andrade, Gosling, and Jordão (2012). Dimensions related to the choice of organizational strategy are pointed out by Fernández, Jara-Bertin and Pineaur (2015); Frigant (2015); Adhepeau (2012); Tannery (2012), Molica, Carvalho Neto and Gonçalves (2008);

Silva and Cañadillas (2003). Here, it is important to note that social responsibility interferes in economic, environmental, social, ethical, and strategic aspects.

3.4 Operational definition (OD)

In order to carry out this research, we outlined the following research hypothesis: H1: social, environmental, economic (sustainability tripod), ethical and strategic aspects interfere in the concept of social responsibility. To interpret this hypothesis, the texts focus on each of the constructs that interfere in the concept of social responsibility related to the indicators of the assessment instrument in the sustainability report (GRI) of a global initiative in the dimensions, namely: economic, environmental, and social.

Such choice is because they measured these dimensions through indicators that extent the social responsibility concept. After defining the data collection technique and the theoretical framework, the next step will be the sampling plan. According to Malhotra (2006), decisions on the sampling schemes integrates with all other decisions in a research project. In this sense, the surveys for systematic review carried out, taking as a reference the articles published in journals in the last 15 years, as seen in Table 1.

Table 1. Research Reference

SCOPUS database	Filter (1)	Filter (2)	%
174	85	22	13.33% (22)

Source: Prepared by the authors

As shown in Table 1, social responsibility as a descriptor found 174 articles in the Elsevier's Scopus database. The research was carried out from April 1st to December 28th, 2020. In the Elsevier's Scopus database, it was possible to filter articles for social sciences analysis, business management, and accounting. After filter 1, we found 85 articles. In more in-depth publications reading and analysis and concerning the main study focus, we used 22 articles for this paper, representing a sample of approximately 13% of the total texts found.

After selecting the sample, it was necessary to define the research methodology used for the analysis of the data to be collected, opting for the use

of descriptive statistical analysis, through the distribution of absolute and relative frequencies, besides cross-tabulation, which according to Macêdo et al. (2011) assists in the identification of relationships between study variables. In the next section, the results achieved will be presented and discussed.

4. Results and Discussions

After selecting the sample, it was necessary to define the research methodology used for the analysis of the data to be collected, opting for the use of descriptive statistical analysis, through the distribution of absolute and relative frequencies, besides cross-tabulation, which according to Macêdo et al. (2011) assists in the identification of relationships between study variables. In the next section, the results achieved will be presented and discussed.

Thus, in the first stage and formation of the research, we selected only published articles using the keywords related to the social responsibility subject. We chose 2003 to 2020 papers to get the approach of evolution and to verify through the authors what they have addressed in published scientific research on this field of study. In this context, Table 3 describes the research variables found in the year of publication and the references available in the literature.

Table 3. Research variables on social responsibility

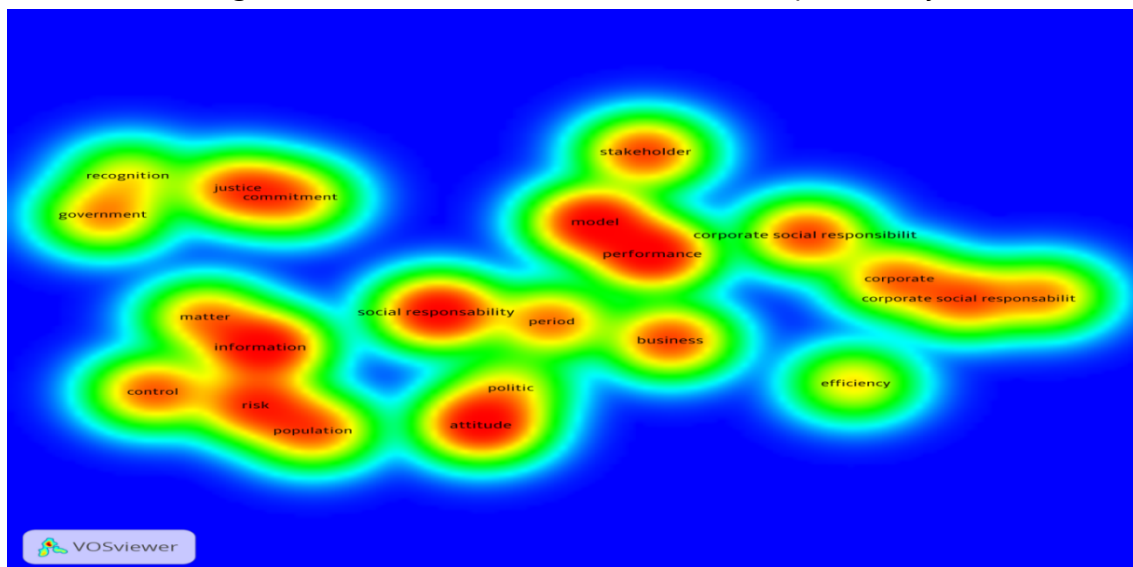
Variable	Year	References
Studies focused on the sustainability tripod	2007 a 2020	Witkowska (2016); Quezada (2016); Martins, Campos, Martins (2016); Jiménez, Martínez and Lopes (2016); Pinto (2016); Hernández-Perlines e Sánchez-Infantes (2016); Larrán-Jorge and Andrades-Peña (2014); Villalobos <i>et al.</i> (2011); Meyssonier and Rasolofo-Distler (2011); Dreher, Souza and Ullrich (2007), Eiró-Gomes, M. , Raposo (2020).
Studies focused on the ethical issue	2012 a 2019	De Lima, Mafra and Narciso (2016); Silva, Freitas and Candido (2016); Pinto (2014); Andrade, Gosling and Jordão (2012). Castellanos, J.M.B (2019).
Studies focused on strategy	2003 a 2015	Fernández, Jara-Bertin and Pineaur (2015); Frigant (2015); Adhepeau (2012); Tannery (2012), Molica, Carvalho Neto and Gonçalves (2008); Silva and Cañadillas (2003).

Source: Prepared by the authors

According to the research variables identified on the referred topic in about 22 cited articles, we found significant findings in the expected direction. About 50% of the authors are unanimous in mentioning that social responsibility must be treated under environmental, economic, and social sustainability aspects. The other authors took an ethical approach to the discussions and linked them to the adoption of a strategy. Thus, the study focus on social responsibility was described as presented in Table 3 through variables found in the researched literature.

In terms of temporality, it is seen in Table 3 that studies focused on the sustainability tripod and on the ethical issue concentrates on the year 2003 to 2020, while those focused on the strategy have greater participation in the years 2003 to 2015. After using 01 and 02 filters, advanced techniques of bibliometric network analysis were used through the software VOSviewer2 (2020) to verify clusters with greater evidence in the research, as shown in Figure 01.

Figure 01 – Relevant clusters on social responsibility



Source: VOSviewer (2020)

The map shows which are the most relevant expressions on social responsibility. It is important to highlight that each color shown on the map represents a cluster evidenced by the software and facilitates bibliometric

² A software tool for constructing and visualizing bibliometric networks.

analysis. Thus, the red area highlighted has greater relevance, according to Vieira et al. (2017).

As seen, the following terms stand out the most: population, risk, information, control, attitude, policy, justice, commitment, performance, model, business, corporate social responsibility, and stakeholders. Already considering the assessment instrument in the sustainability report (GRI) indicators to the sample 22 surveys, through Table 2 it is possible to see which are the most discussed themes in the studies.

Table 4. The absolute and relative frequency distribution of social responsibility indicators

Dimensions	Indicators	Frequency	
		Absolute (nº)	Relative (%)
Economics	Economic performance	10	50
	Market presence	15	75
	Indirect Economic Impact	8	40
Environmental	Materials	4	20
	Energy	4	20
	Water	3	15
	Biodiversity	1	5
	Emissions, effluent and waste	3	15
	Products and services	13	65
	Conformity	6	30
	Transport	3	15
	General	16	80
Social / Labor practices	Jobs	11	55
	Relationship between employers and governance	10	50
	Health and safety at work	11	55
	Training and education	9	45
	Diversity and equal opportunities	7	35
Social / Human rights	Investment and purchasing process practices	15	75
	Non-discrimination	7	35
	Freedom of Association and Collective Bargaining	8	40
	Child labor	2	10
	Forced or compulsory labor	3	15
	Security practices	4	20
	Indigenous rights	4	20
Social / Society	Community	16	80
	Corruption	7	35

	Public policy	10	50
	Unfair competition	5	25
	Conformity	6	30
Social / Responsibility	Customer Health & Safety	9	45
	Product and service labeling	8	40
	Marketing communications	13	65
	Conformity	6	30
	Compliance	4	20

Source: Prepared by the authors

In the indicator's analysis in the economic dimension, the social responsibility indicators most appeared in the publications were market presence with an absolute frequency of 75%, economic performance with 50%, and indirect economic impact with 40%. Regarding the environmental dimension, about 80% of the publications dealt with the subject and referred to general aspects, followed by products and services presenting 65% and compliance with 30% of the total.

As for the social dimension, issues related to communities account for 80% while the practice of investing in purchasing process represents 75% and for communication and marketing, the amount is 65%. The percentages detect issues related to the community, market, and marketing products and services stand out in the surveys. Crossing the social responsibility indicators with the articles' study focus, according to Table 3, it is possible to perceive the different constructions of the social responsibility concept.

Table 3. Relative Frequency Distribution (%) of Social Responsibility Indicators by Articles' Study Focus

Dimensions	Indicators	Study Focus		
		Sustainability	Ethics	Strategy
Economics	Economic performance	40	25	83
	Market presence	60	75	100
	Indirect Economic Impact	50	25	33
Environmental	Materials	20	0	33
	Energy	10	25	33
	Water	10	0	33
	Biodiversity	10	0	0
	Emissions, effluent and waste	10	0	33
	Products and services	60	75	67
	Conformity	20	25	50

	Transport	10	25	17
	General	80	75	83
Social / Labor practices	Jobs	40	100	50
	Relationship between employers and governance	40	25	83
	Health and safety at work	40	50	83
	Training and education	40	50	50
	Diversity and equal opportunities	30	50	33
Social / Human rights	Investment and purchasing process practices	60	75	100
	Non-discrimination	30	50	33
	Freedom of Association and Collective Bargaining	20	75	50
	Child labor	20	0	0
	Forced or compulsory labor	20	25	0
	Security practices	20	0	33
	Indigenous rights	10	25	33
Social / Society	Community	70	75	100
	Corruption	50	25	17
	Public policy	40	75	50
	Unfair competition	40	25	0
	Conformity	30	50	17
Social / Product Responsibility	Customer Health & Safety	40	50	50
	Product and service labeling	60	0	33
	Marketing communications	70	25	83
	Conformity	20	25	50
	Compliance	30	0	17

Source: Prepared by the authors.

The crossed indicators with study focus verify the economic dimension while the market as a strategy stands out in 100%, 75% on ethics, and 60% on sustainability. For the environmental dimension for general aspects, a percentage of 83% relates to strategy, 80% on sustainability, and 75% on ethics. As for the social dimension and aspects related to the community, 100% of the studies focus on strategy, 75% on ethics, and 70% on sustainability. What we can see in the metanalysis is that the strategy points out a high percentage in publications.

The procedures for metanalysis performing were those recommended by Gabriel (2014), Cooper (2010), and Figueiredo Filho et al. (2014) to carry out the survey of published papers and to develop the bibliometric analysis. We identified few studies providing opportunities for future research on social responsibility from a strategic perspective. Therefore, a selection of words was

carried out and constructed a theoretical conceptual framework on social responsibility through constructs offered by the literature. Through the variables found, it is noticeable in the authors' view in studies on social responsibility to use research parameters in the social, environmental, and economic dimensions, besides proposing discussions with an approach to the ethical conjuncture linked to the strategy.

5. Final considerations

The literature's systematic review on social responsibility supports the purpose of knowing what is being discussed on the subject so the conducting metanalysis procedures recommended by the literature for published articles' survey and the bibliometric analysis follow-up. In this perspective, we identified opportunities for conducting future research on social responsibility from the strategic perspective.

Studies carried out in the last decade about this investigation were identified within the database of Elsevier's Scopus and available on the CAPES Journal Portal. We carried out a selection of words found in published articles, and it constructed a theoretical conceptual framework on social responsibility through constructs offered by the literature.

The variables found on social responsibility are extremely important in the author's view and can use the research parameters in the social, environmental, and economic dimensions. Also, the best works bring an approach of ethical conjuncture linked to strategy and sustainability.

Although the theme has existed for approximately 80 years, it remains current and urgent for new research to be carried out as a way of innovating on the subject. The study field is productive and requires extra dimensions of research, especially theory combined with practice as a way of disclosing results. There is also a need for studies to be developed by the strategic vision as a way of organizing social responsibility actions.

According to the research variables identified in the word cloud identified through the VOSviewer software, clusters related to population, risk, information, control, attitude, policy, justice, commitment, performance, model, business,

corporate social responsibility, and interested people. In this context, there are multiple study possibilities for the subject.

However, the literature brings varied understandings and distorted concepts, so there are opportunities for studies on the subject bringing conceptual innovation. By identifying a gap in the literature, the present study provides guidelines for further research to be carried out, highlighting strategic applicability elements of what may contribute to theory and practice development on the subject, as an innovative opportunity for new researchers. We encourage researchers to build models for implementing social responsibility actions with a sustainability view.

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RESUMO:

Nota-se na literatura que há inquietação dos autores relacionados a paradigmas para o assunto responsabilidade social. O conceito foi desenvolvido sobre perspectivas do capital no auge da revolução industrial. No entanto a sociedade passou por mudanças significativas de ordem econômica, ambiental e social. Com isto objetiva-se analisar a produção científica com a finalidade de identificar as abordagens dos artigos produzidos. Utilizou-se de metanálise, bibliometria e estatística descritiva, com a realização de tabulação cruzada para análise dos dados coletados. Dos resultados, verifica-se que há uma lacuna na literatura a ser preenchida sobre o tema que é a utilização de elementos estratégicos para a implantação de ações de responsabilidade social de forma que sejam sustentáveis.

PALAVRAS-CHAVES: Responsabilidade social; Estratégia; Metanálise.

RESUMEN:

Se nota en la literatura que existe preocupación de los autores relacionada con paradigmas para el sujeto responsabilidad social. El concepto se desarrolló desde la perspectiva del capital en el apogeo de la revolución industrial. Sin embargo, la sociedad ha experimentado importantes cambios económicos, ambientales y sociales. Así, el objetivo es analizar la producción científica para identificar los enfoques de los artículos producidos. Se utilizó metaanálisis, bibliometría y estadística descriptiva, con tabulación cruzada para analizar los datos recolectados. De los resultados se desprende que existe un vacío en la literatura a llenar sobre el tema, que es el uso de elementos estratégicos para la implementación de acciones de responsabilidad social sustentable.

PALABRAS-CLAVES: Responsabilidad social. Estrategia. Metaanálisis.