



Path Diagram of the Reputation of Faculties of Social Work in Central Mexico

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Abstract: Corporate governance as a knowledge management system has been approached from the organizational reputation as a result of alliances with institutions. In the health sector, the demand for a quality service has led to a system of professional practices and deregulated social service in which the image of the universities and health centers involved is questioned. The objective of the present work was to contrast a model for the study of the phenomenon with the intention of specifying the relationships between variables. A non-experimental exploratory and cross-sectional study was conducted with a non-probabilistic and intentional sample of 1018 administrative, professional and students of the health sector. It was found that the follow-up factor of cases reflected the image of the universities as trainers of intellectual capital by competences. In relation to the literature consulted, research lines are proposed to specify the model.

Keywords: Corporation, training, reputation, competencies, responsibility

1. Introduction

In the context of the pandemic, anti-COVID-19 policies are distinguished by the distancing and confinement of people (Anguiano et al., 2017). The effect of political strategies in educational systems meant the transition from the face-to-face classroom to the virtual classroom (Garcia et al., 2022). In the case of the formation of human capital, it was oriented towards the self-management of knowledge. In this self-learning process, Schools and Faculties of Social Work face the crossroads of training students at a distance or carrying out face-to-face practice in a context of risk of contagion, illness and death from COVID-19.

The problem of distancing and confinement, as well as the virtual classroom, is accentuated in the area of social health work (Espinoza et al., 2022). The subdiscipline is distinguished by its high theoretical and practical content (Garcia, 2022). The discussion and implementation of health promotion strategies intensify in the dimension of risk prevention (Bund et al., 2022). The biosafety protocol implemented to face the pandemic reflects the provisions against and in favor of health policy (Carreon et al., 2019). In addition, as the pandemic continues, society has developed a

stigma towards health professionals that consists of attributing them a source of contagion and responsibility for deaths. In this panorama, the image of the Schools and Faculties of Social Work has been exposed.

Therefore, it is necessary to calibrate the image and reputation of the Schools and Faculties of Social Work in order to open the discussion on the impact of the health crisis on the formation of intellectual capital (Hernandez et al., 2020). The literature suggests that the image of a discipline depends on the actors around it and the risk situations they face. In this way, the stigma towards health professionals correlates with the absence of users in hospitals.

However, another research trend warns that trust emerges in situational or environmental crises (Garcia et al., 2016). Consequently, in the first days of the pandemic, trust in science and health professionals was greater than trust in public health administration and official communication on crisis and risk management. Once the extent of the pandemic is declared, confidence is reduced and gives rise to stigma.

In both cases, stigma or trust, the image of Educational and Health Institutions is impacted by the health crisis (Garcia et al., 2014). The measurement of both phenomena reorients the decision of face-to-face or virtual training, as well as the intensive use of technology, devices or social digital networks. The corporate reputation of a university or health institution depends largely on the intensity of the pandemic and its impact on the perception of the parties involved. Are there significant differences between the parties involved in the formation of intellectual capital in a crisis environment?

Precisely, the objective of the present work is to establish the differences and similarities between the actors immersed in the corporate reputation of schools and faculties of social work with respect to the formation of intellectual capital in the COVID-19 era.

In the framework of human development, health is a fundamental item for the observation of the corporate reputation of the School and Social Work Schools, understanding that it is the expectations of users, administrators, professionals and students regarding the quality-of-service public and in terms of spending on prevention and care (Bustos et al., 2018). Mexico occupies the third last place in the field of health, public, social works, prepayments, out-of-pocket expenses, among other items alluding to prevention and care, which account for 6% of the Gross Domestic Product (GDP) (Garcia, 2018a).

The corporate reputation of the Public Health Institutions (ISP) and the Higher Education Institutions (IES) can be established if the expense is associated with the expectations of the users (Sanchez et al., 2018). The 2015 economic census and the survey on the quality of public services reveals a medium and low performance of public centers and hospitals (Garcia, Espinosa & Carreon, 2018). The average expense in terms of medication and medical consultation is in second place once food and personal hydration has been paid (Garcia, 2018b). If it is considered that the hydration expense represents 20% of the income for the popular, marginalized and excluded sectors, the prevention of diseases transmitted by hydration when associated with the expense in professional medical attention, as well as in medicines, supposes 40% for areas peri-urban from where they move to the central cities to work, study or seek employment and education opportunities (Garcia, Martinez and Rivera, 2018).

Regarding the formation of intellectual capital, Mexico ranks second to last place in the OECD in terms of adolescents and young people who do not have access to give or work the *cu* *l* is added to 14% of expectations low quality public education (Garcia, Rivera and Martinez, 2018). It is possible to infer that the reputation of corporate governance, health institutions and medical assistance, as well as the formation of intellectual capital are on the downside, with a diagnosis of the HEIs that train health professionals, among them the Schools and Faculties of Social Work (Villegas, Garcia and Hernandez, 2018).

The theoretical and conceptual frameworks that explain corporate reputation understood as the expectations of employees, directors and clients alluding to effective responses to environmental contingencies, context requirements or social demands (Rubio, Jiménez and Mercado, 2017). The Theory of The Interested Parties warns that employees, shareholders, leaders and clients not only have direct and significant participation in the company, but also face peripheral actors such as demonstrators, media or institutions that seek to counteract the prestige of the institution with the purpose of increasing its credibility and positioning itself in the market (Perrini and Vurro, 2013: p 56).

Regarding the conflict between stakeholders and factors external to public health institutions, corporate governance is developed as a shield of empathy, trust, commitment and satisfaction that guarantees the union of shareholders, leaders, employees and customers against the threats to the environment, but it is in the rubric of reputation and prestige that differences and similarities between internal and external actors are resolved (Babie, Arslanagic and Mehic, 2013).

However, it is known that organizational culture and traditional leaderships promote internal asymmetries against external threats to the detriment of the reputation and corporate reputation (Barnnet, Jermier and Lafferty, 2006). It will be the transforming cultures and leaders who will manage the knowledge to establish competitive advantages in the formation of intangible assets such as training and the training of intellectual capital, future artificial and emotional intelligence tables that are decisive in entrepreneurship and innovation (Blajer, 2014).

In such a context and scenario of transforming cultures and leaders, decision makers are oriented towards vision and prospective missions as a second competitive advantage combined with the formation of intangible assets (Cariton and Moura, 2012). This is the case of strategic alliances and knowledge management between HEIs and community, public or collective health institutions where systems of professional practices and social service are established with the aim of training future health professionals, among whom are social workers (Beh eshtifar and Korouki, 2013).

The Theory of Prospective Decisions states that organizations prefer intentions and decisions aimed at maximizing risks and gains against strategies to reduce risks and reduce benefits (Casimiro and Matos, 2017). In the case of the formation of human capital, a prospective decision suggests risks in training with high benefits in the prestige and reputation of the HEI or the health center. These are strategies of anticipated professional practices in students who have not covered the minimum credits, or social services that have not accredited seminars or basic subjects (Marquina, Arellano and Velazquez, 2014).

Another aspect to consider refers to the lack of resources for the hiring of professionals and the employment of practitioners and social servants to correct the deficit of attention to public health services, or their use in health promotion, campaigns of prevention or assignment of medicines to vulnerable groups (Martinez & Rodriguez, 2013). In short, the theory of stakeholders, the theory of transformational leadership and the theory of forward - looking decisions suggest the need for a comprehensive, specific and updated about the corporate governance diagnosis, reputation and institutional prestige and the s expectations of shareholders, managers, talents and users of HEIs in strategic alliances with collective health centers (Fiala and Prokov,2013).

In virtue of the fact that corporate governance in general and the reputation and training prestige in particular are little-studied objects in HEIs where the Schools and Faculties of Social Work are located, it is necessary to carry out an integral diagnosis of the skills of future professionals with the purpose of inferring the intangible value of public universities in strategic alliances with health centers, as well as their differences and similarities in terms of professional competencies (Hernandez et al., 2018).

2. Methodology

It was carried out and exploratory studio with a sample of students, executives and professionals of Social Work Health at IES of central, western and northeastern Mexico, considering their affiliation to a public university system practices in health centers, accreditation of the minimum percentage for social service and professional practices

The Reputation Scale was built Corporate (RSC-28) based on selected items from the literature consulted , which measured the expectations of the parties involved regarding objectives, tasks and goals related to entrepreneurial and innovative knowledge competencies such as professional collaborative work.

The surveys will be carried out in the facilities of the HEIs and the health centers with a prior written guarantee of confidentiality, anonymity and not affecting the results. The information was processed in the Statistical Package for Social Sciences (SPSS by its acronym in English, version 25.0).

An analysis of reliability and validity of the instrument, hypothesis testing for differences between groups, as well as correlations, general linear models and models of structural equations to establish the trajectories of dependency relationships between variables and indicators of ERC-15 will be performed.

The parameters of: 1) mean, 2) standard deviation, 3) bias, 4) kurtosis, 5) asymmetry, 6) Crombach's alpha, 7) Student's " t " tests , 8) variance analysis F test were estimated, 9) KMO test, 10) Bartlett test,11) Pearson correlations, 12) beta regressions , 13) goodness of fit and 14) residuals.

3. Results

Figure 1 most statistical properties of the ERC-28 in which alpha values of reliability are appreciated above the indispensable minimum of, 700 for the general instrument (alpha of, 780) and the subscales (respective alphas of, 776;, 781 ;, 756;, 790;, 719;, 750;, 732).

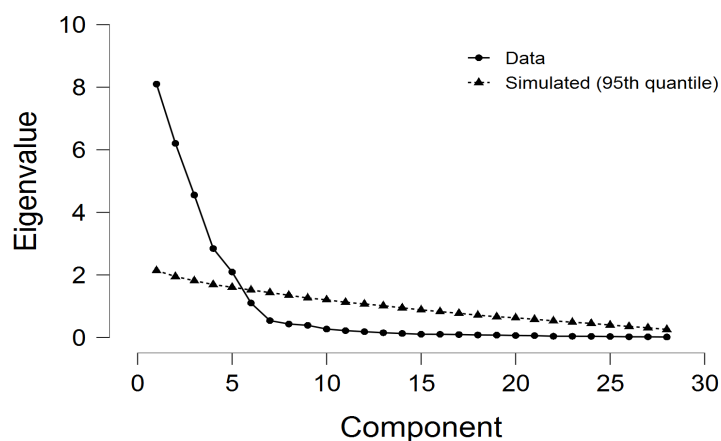


Figure 1. Sedimentation of the reputation of Faculties of Social Work in central Mexico.

Source: Elaborated with data study. (KMO =, 732), Sphericity [$X^2 = 23.6$ (5gl) $p = , 000$] Extraction method: main axes, rotation: promax.

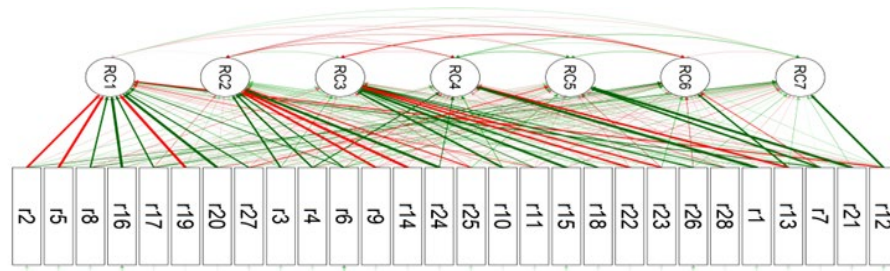


Fig. 2 - Path diagram of the reputation of Faculties of Social Work in central Mexico

Source: Elaborated with data study. RC1 = Accompaniment (18% of the total variance explained), RC2 = Adhesion (17% of the total variance explained), RC3 = Counseling (15% of the total variance explained), RC4 = Interview (13% of the total variance explained), RC5 = Mediation (11% of the total variance explained), RC6 = Promotion (8% of the total variance explained), RC7 = Follow-up (5% of the total variance explained). All the items are answered with one of five options: 0 = "not likely" until 5 = "quite probable".

The correlation matrix shows a discriminant validity when including values close to zero, but the covariance matrix warns of the possibility of excluding other factors due to values close to unity. The sum of the percentages of variance explained (87%) revealed the preponderance of seven factors that can converge into a common factor of the second order. The second order factor, related to corporate reputation, included the eight first-order factors established from the literature review. The structural model included as a factor reflecting the competence of case follow-up (.67). In other words, the corporate reputation of the public social work service is centered on the academic and administrative training of follow-up competencies, rather than on the skills of accompaniment, adherence, counseling, interviewing, mediation and health promotion. The adjustment and residual parameters [$\chi^2 = 345.23$ (56gl) $p = .008$; GFI = .997; CFI = .990; NFI = .995; RMSEA = .009; RMR = .007] suggest the non-rejection of the null hypothesis relative to the differences between the competencies reviewed in the literature with respect to the structural model.

4. Discussion

The present work has established the contrast of a model for the study of seven exploratory factorial dimensions of the corporate reputation in HEI in the center, west and north of Mexico, although the type of non-experimental study, the type of intentional selection and the type of Exploratory factorial analysis limits the results to the study sample, suggesting lines of research and intervention related to the follow-up of cases as a factor reflecting the organizational phenomenon.

Bustos et al., (2018), Hernández et al., (2018) and Sánchez et al., (2018) contrasted models to observe corporate reputation in its reflective dimensions: 1) aversive or entrepreneurship and real innovation of the organization; 2) responsive or ecological footprint of the organizational productive; 3) prospective or expected future of the organization, concluding that organizations seem to move from a process that goes from the aversion to the risks indicated by cultures, leaderships and adhocratic climates towards a propensity to the future indicated by cultures, leaderships and conciliatory climates of the image of collaborative knowledge networks.

In the present work, an exploratory model of seven factors has been contrasted in which the institutional follow-up of the users' cases is the hallmark of the HEIs that, in alliance with health centers, form the future operative-administrative tables. The reflective factor of the follow-up of cases is inscribed in the responsive dimension cited in the literature. Therefore, it is necessary: a) to build an instrument to explore the indicators of the responsive dimension as a preponderant factor of corporate reputation; b) contrast an exploratory model in order to establish the convergent and divergent validity of the scale; c) Associate the responsive dimension with the aversive and prospective dimensions in order to build an integral model.

5. Conclusion

The present work has contrasted a model of seven reflective dimensions of the reputation of IES specialized in Social Work of the Health which is centered in the competition of pursuit of cases. In relation to the findings reported in the literature, the model can be specified in the responsive dimension, which would explain the distance or proximity that respondents refer to as the competitive advantage of their academic and professional training.

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