

UNIVERSITY SOCIAL RESPONSIBILITY AS PART OF SUSTAINABLE DEVELOPMENT IN LATIN AMERICA: A STUDY OF SCIENTIFIC PRODUCTION IN THE LAST 20 YEARS

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Highlights

University Social Responsibility as part of sustainable development.

Abstract

University social responsibility refers to the policies of continuous improvement of institutions aimed at greater community development from a holistic and sustainable perspective. The objective was to describe the current state of scientific production on university social responsibility in the Latin American context during the period 2000-2022. The study was a bibliometric, descriptive and retrospective study of scientific production in Scopus. A total of 117 documents were found where there was a predominance of the original article type of document, representing 83.76% of the total number of documents. It was found that the countries of Colombia and Peru had the highest scientific production with 23.93% and 17.95% respectively. Likewise, it was identified that from the year 2019 there was a growing trend in publications. There was international collaboration between authors who published in the Latin American context. The findings allow identifying that scientific production on university social responsibility is linked to ethical commitments and university student training, sustainable development and university social responsibility from an educational management approach.

Keywords

university social responsibility; scientific production; latin america.

Introduction

Social responsibility is a term that arose in the United States in the 1950s to refer to the commitment of human beings to the benefit of society [46]. In Latin American universities there are peculiarities that should be taken into account for the establishment of legislation according to international dynamics [28].

At the international meeting on education, promoted by the United Nations Educational, Scientific and Cultural Organization [36] United Nations Educational, Scientific and Cultural Organization [36] considered that University Social Responsibility (USR) is the new vision and responsible autonomy as an active agent of positive change for socio-environmental development and transformation [54]. USR is based on principles such as respect for human rights, promotion of equity, sustainability, community participation and contribution to social and economic development [49]. Likewise [50] points out that it is important for higher education institutions to engage and actively participate in the promotion of USR, assuming a central role in the search for social change and transformation.

During the last two decades, University Social Responsibility (USR) has experienced significant growth in Latin America, with outstanding examples in several countries of the región [52]. The first contemporary advances of USR in Latin America relate to the Universidad Construye País (UCP) project in Chile between 2001 and 2008. There are also current examples of progress in USR, such as the Colombian Association of Universities and the Mexican Observatory of University Social Responsibility. Thus, university social responsibility is linked to aspects such as environmental education [31] environmental awareness [42] community engagement in universities [4]; aesthetic-social vision [32]; social justice [30]; university volunteering [47]; prosociality [55] social impacts [15] and research trends. and research trends.

Previous research reveals that studies on social responsibility tend to increase given the new management perspectives and how institutions have shaped the approach under which sustainability is constructed [9]. Based on this, recent research has emerged that addresses aspects such as social behavior from the perspective of Latin American university students [12]. The progress and challenges is the construction of a socially responsible higher education system in Latin America [28, 29]. Market - and government-based higher education reforms in Latin America [8]; UNESCO's supranational influence on Latin American higher education [40]; the unconsummated bioethical paradigm of social responsibility [33] ethical values and their implication ethical values and their implication with university social responsibility [13, 14] ethical values and their implication with university social responsibility university social responsibility and organizational factors for its implementation [41]; volunteering in the framework of university social responsibility [48] university social responsibility in the framework of university social responsibility cross-cultural social representations about the concept of university social responsibility [3] social responsibility in university students according to gender and age [37]; main factors influencing the dissemination of information on corporate social responsibility on university websites [45] problem-based learning and didactic strategies of capstone courses for university social responsibility [24] among other studies that reveal that the production on university social responsibility is a relatively young field that allows the projection of future studies [17].

A review of the literature on university social responsibility in Latin America reveals that there is a growing interest in the subject, which is why it is important to analyze recent developments in this área [35]. Where research is framed through policy perspectives of impact management; service-learning; theories; approaches and strategies [5] and being a recent field of study [17]. It is in its initial stage and therefore requires further exploration and analysis to predict future trends [18].

Based on the above, it is relevant to evaluate the trend of research on university social responsibility, since it is necessary to identify possible avenues for future research that could be significant to advance in the consolidation of university social responsibility [6]. The creation of studies is linked to the scientific production of a country [26]. The findings will make it possible to visualize the current state of scientific production in this field of study [1]. Thus, the study aims to describe the state of Latin American scientific production on university social responsibility in Scopus.

Methodology

Study Design

Retrospective descriptive study. The documents that served as source for the analysis came from the Scopus databases, during the period 2000-2022. The following descriptors were used to extract the documents: "*University Social Responsibility*" and the combination of "*university*" AND "*Social Responsibility*" in the title, abstract and key words fields; only those documents written by authors mentioning affiliations with Latin American institutions were considered.

Sample

Through this search strategy, 345 documents were retrieved, which were subjected to a process of metadata normalization and elimination of documents that did not contain the objectives of the study. The final sample for analysis consisted of 117 documents (Fig. 1).

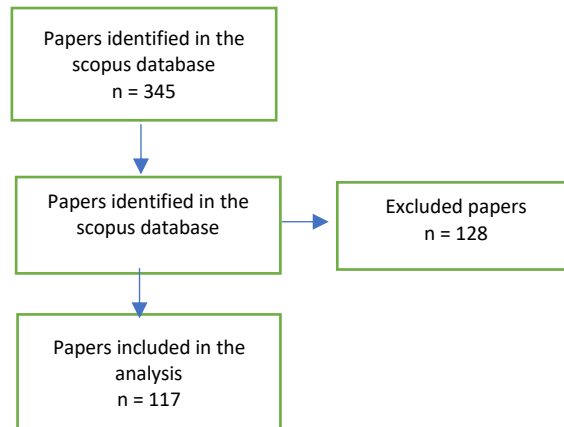


Fig. 1. Methodological process of search, retrieval and selection of information for the analysis

Data Analysis

With the extracted documents, a database was organized in Microsoft Excel, which included the following data: name of the signing authors, title of the publication, type of publication, affiliation institutions of the signing authors, journal of publication and country of publication. Finally, with the support of the *VOS viewer software*, a network was created with the main thematic axes associated with the key words of the publications. Since this research did not involve human subjects as units of analysis, the approval of a research ethics committee was not required.

Results

A total of 117 articles published and indexed in Scopus were found, whose authors were affiliated with Latin American institutions. Six types of publishable documents were included in the analysis. With the highest percentage 83.76% of documents were research articles, while in lower percentage were editorials and research notes represented by 0.85% respectively. In addition, as of 2019 the number of articles has increased significantly in table 1.

Table 1. Types of documents of publications on university social responsibility in latin america

Year	Article		Review		Note		Conference Paper		Editorial		Book		TOTAL	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
2002	1	0.85	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1	0.85
2003	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
2004	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
2005	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
2006	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
2007	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
2008	1	0.85	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1	0.85
2009	1	0.85	1	0.85	0	0.00	0	0.00	1	0.85	0	0.00	3	2.56
2010	3	2.56	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3	2.56
2011	3	2.56	1	0.85	1	0.85	0	0.00	0	0.00	0	0.00	5	4.27
2012	16	13.68	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	16	13.68
2013	3	2.56	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3	2.56
2014	2	1.71	1	0.85	0	0.00	0	0.00	0	0.00	1	0.85	4	3.42
2015	1	0.85	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	1	0.85
2016	3	2.56	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	3	2.56
2017	6	5.13	0	0.00	0	0.00	2	1.71	0	0.00	0	0.00	8	6.84
2018	7	5.98	0	0.00	0	0.00	1	0.85	0	0.00	0	0.00	8	6.84
2019	11	9.40	1	0.85	0	0.00	1	0.85	0	0.00	0	0.00	13	11.11
2020	10	8.55	0	0.00	0	0.00	1	0.85	0	0.00	1	0.85	12	10.26
2021	10	8.55	0	0.00	0	0.00	0	0.00	0	0.00	4	3.42	14	11.97
2022	20	17.09	0	0.00	0	0.00	1	0.85	0	0.00	1	0.85	22	18.80

Colombia is the Latin American country that contributes with the highest scientific production on University Social Responsibility. This represents 23.93% of the production, followed by Peru, Venezuela, Chile and Mexico, which exceed 10.00% of the Latin American production. Finally, there are four Latin American countries (Uruguay, Puerto Rico, El Salvador and Argentina) with at least one publication during the period studied (Table 2).

Table 2. Latin American countries with scientific production on university social responsibility

Country	n	%
Colombia	28	23.93
Peru	21	17.95
Venezuela	20	17.09
Chile	15	12.82
Mexico	14	11.97
Brazil	9	7.69
Ecuador	4	3.42
Cuba	2	1.71
Uruguay	1	0.85
Puerto Rico	1	0.85
El Salvador	1	0.85
Argentina	1	0.85

In terms of productivity by institution, 157 international institutions have participated in the Latin American production on University Social Responsibility. Table 3 shows the list of the top ten, among which the institutions of Venezuela, Chile, Colombia and Peru stand out, with a number of 9 or more articles published.

Table 3. Latin American institutions involved in research on university social responsibility

Institution	Country	n
University Of Zulia	Venezuela	18
Catholic University of Maule	Chile	9
Universidad de la Costa	Colombia	9
Universidad Nacional Mayor de San Marcos	Peru	7
Dr. Rafael Beloso Chacín Private University	Venezuela	6
Tecnologico de Monterrey	Mexico	4
University of Antofagasta	Chile	4
César Vallejo University	Peru	4
Minuto de Dios University Corporation	Colombia	4
University of Talca	Chile	3

Table 4 shows the authors who have contributed the largest number of studies on university social responsibility. Of the 249 authors in the 117 documents analyzed, researchers from countries with affiliations to institutions in Chile and Peru stood out. The authors tend to publish their research in a collaborative manner, linking up with other institutions.

Table 4. Latin American Authors with the highest production of documents on university social responsibility

Author	Affiliation	H Index	Published articles
Severino-González, P.	Catholic University of Maule	8	8
Sarmiento-Peralta, G.	Universidad Nacional Mayor de San Marcos	3	4
Vallaes, F.	University of the Pacific	4	3

Table 5 shows the list of the ten most productive journals, among which three journals from Venezuela stand out (with publications of more than ten documents); however, the first journal has been discontinued from Scopus since 2020. Only one journal is in Q1 of the SJR 2022 ranking. Scientific production was concentrated in Latin American journals, which showed that researchers from this region preferred to produce and publicize their research in their own region.

Table 5. Most productive journals on the subject of university social responsibility

Journal	Country	Quartile SJR 2022	Documents
Option	Venezuela	Discontinued from 2020	17
Social Science Journal	Venezuela	Q2	12
Venezuelan Management Magazine	Venezuela	Q3	10
Spaces	Venezuela	Discontinued from 2019	8
University Formation	Chile	Q3	5
ACM International Conference Proceeding Series	United States	No quartile	3
World Sustainability Series	United States	No quartile	2
University and Society	Cuba	Q3	2
Social Responsibility Journal	United Kingdom	Q1	2
Risti Iberian Journal Of Information Systems And Technologies	Portugal	Q4	2

Table 6 shows the list of the most cited articles (more than 30 citations), among which the article [40] published in the Revista de Educación stands out, an article that reaches 60 citations. In addition, the articles with the most citations date from 2011 onwards.

Table 6. Articles on University Social Responsibility with the highest number of citations

Title	Author	Magazine	Year	quotes
University social responsibility as a challenge for the strategic management of Higher Education: The case of Spain.	Quezada, R.G.	Education Magazine	2011	60
University social responsibility: a student base analysis in Brazil	Mainardes, Emerson W.	International Review on Public and Nonprofit Marketing	2016	42
Towards a Latin American definition of university social responsibility. An approach to the conceptual preferences of university students.	Vallaey, François & Rodríguez, Juliana Álvarez	Education XX1	2019	36
Student-university identification and loyalty through social responsibility: A cross-cultural analysis.	Gonzalez-Perez, Maria Alejandra	International Journal of Educational Management Convergence	2019	32
Building citizenship from universities, university social responsibility and challenges for the 21st century.	Gasca-Pliego, Eduardo & Olvera-García, Julio César		2011	31

Out of a total of 678 keywords registered in the 117 documents retrieved, 115 stood out as important descriptors, according to the bibliometric network analysis (Fig. 2). In this case, Cluster 1 (Red) evidences studies on social responsibility in the university environment, highlighting the ethical and training commitments of the university student; Cluster 2 (Green) evidences sustainable development and social responsibility in the university seen from an educational management approach; Cluster 3 (Blue) highlights research on corporate social responsibility and universities as stakeholders and the contribution to strategic decisions. Finally, cluster 4 (yellow) investigates training on social responsibility and its importance in universities.

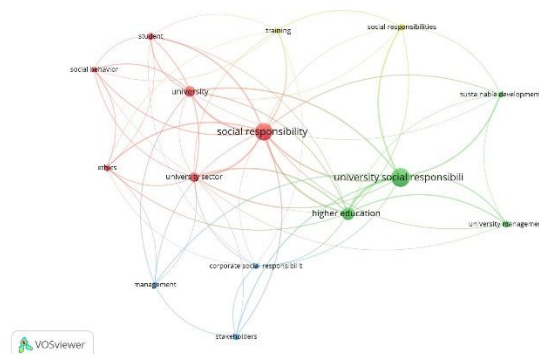


Fig. 2. Visualization of the keyword occurrence network

Discussion

This research presents a comprehensive view of the scientific production on university social responsibility in Latin America, showing that it is a field of growing interest in recent years. It is important to analyze the aspects related to social impacts and implications for universities in the region. [10]. Thus, one of the main aspects to be taken into account is the role of universities in Latin America and how USR has developed over time in this context [20].

The literature reveals that scientific production on university social responsibility is linked to drivers that involve working under a code of ethics, civic competencies as part of vocational training and awareness of social responsibility; likewise, there are barriers that hinder students to engage in social responsibility activities among them lack of commitment, lack of motivation, insufficient communication and lack of interest towards university students who are important actors in the fulfillment of university social responsibility [16, 19, 21, 22, 43].

The study found a total of 117 articles published and indexed in Scopus, whose authors were affiliated with Latin American institutions. Six types of publishable documents were included in the analysis. With the highest percentage 83.76% of documents were research articles, while in lower percentage were editorials and research notes represented by 0.85% respectively. In addition, as of 2019 the number of articles has increased significantly. Similar results were found in the studies of [5] [18] who through bibliometric studies and systematic reviews identified that the category with the highest production in university social responsibility corresponds to original articles, which are the types of studies most requested by scientific journals.

It was identified that the Latin American countries with the highest scientific production in university social responsibility were Colombia, Peru, Venezuela and Chile with 23.93%; 17.95%; 17.09% and 12.82% respectively. Similar results were found in a study [38] where the countries that researched the most on USR were Venezuela, Mexico, Colombia and Chile. Which, reveals the importance of Latin American scientific contributions regarding university social responsibility, considering that, it is a main factor in the implementation of quality and search for academic excellence [7]. Based on this, [27], [11] highlight that RSU is based on the principles of respect for human rights, promotion of equality and sustainability, participation in communities and contribution to social and economic development, representing the influence of RSU on social and educational development.

Likewise, it was found that the Universidad Del Zulia of Venezuela has the largest number of publications; likewise, the Universidad Católica del Maule; Universidad de la Costa and the Universidad Nacional Mayor de San Marcos; Chile, Colombia and Peru respectively, stood out. Venezuela's greater scientific production could be due to what [39] refers that there is a deep relationship between the Venezuelan University-State-Society, which is evidenced in its functional roots that are exclusively social, which influences the environment and leads to social change. On this basis, [53, 5] indicate the importance of higher education institutions actively participating in the promotion of USR and playing a central role in social and environmental transformation as one of the fundamental axes as a contribution to society. It also reveals the degree of responsibility that these institutions present in relation to the surrounding community [44] which plays an important role in the development of a society oriented to community development through university social responsibility [2].

In relation to the Latin American authors with the greatest production, it was revealed that [47] are the main authors with the highest frequency of published articles. Similar results were found [17] who identified that the author François Vallaëys is the most cited and presents the greatest production in terms of publications on university social responsibility. This is evidence that some authors orient their studies in a particular line of research.

It was identified that the journals with the highest production in terms of university social responsibility were the journals *Opción*, *Revista de Ciencias Sociales*, *Revista Venezolana de Gerencia* and *Espacios* with a number of documents greater than or equal to 8 publications, which reveals the interest in certain journals in terms of publications on university social responsibility. This indicates that the production in USR is a topic that provides future lines for literature framed in strategic impact management policies, users and their stakeholders, service-learning and strategies of University Social Responsibility [5]. Likewise, it was found that the articles with the highest number of citations were: University social responsibility as a challenge for the strategic management of

Higher Education and University social responsibility: a student base analysis in Brazil with 60 and 42 citations respectively; which implies that the research seeks to determine aspects that promote cultural change and incorporate institutional policies that promote interest in USR [34, 10].

It was found that the most frequent descriptor was social responsibility and 4 clusters were identified. The first cluster refers to the studies on social responsibility in the university environment; based on this [51] point out that universities may face constant tensions and challenges with respect to their social responsibility, especially in relation to the expansion of higher education in the region and the growing commercialization of education, so that studies on university social responsibility incorporate strategies that lead to better social responsibility; on the other hand, cluster 2 contains descriptors related to sustainable development and social responsibility in the university seen from an educational management approach. Thus, for [25] students point out aspects that should be taken into account in university social responsibility.

Cluster 3 identified related descriptors that highlight research on corporate social responsibility and universities as stakeholders and the contribution to strategic decisions [45] mentions that universities are more committed to the dissemination of information on corporate social responsibility which generates greater policies and incentives to promote the dissemination of USR; finally cluster 4 is linked to trainings on social responsibility and its importance in universities; based on that [23] refer that social responsibility has become the third mission after teaching and university research; which implies that it is important that courses linked to USR are considered in the curricula to generate awareness of the importance of university social responsibility.

Conclusions

The findings reveal the importance of Latin American scientific production in university social responsibility through a bibliometric study, which made it possible to identify the current state of the literature. There are different sources of information that provide recent data on scientific production in USR, identifying 117 articles published and indexed in Scopus, of which 83.76% of the documents represent the category of original article. It was identified that the Latin American countries with the highest scientific production in university social responsibility were Colombia, Peru, Venezuela and Chile with 23.93%; 17.95%; 17.09% and 12.82% in the corresponding order, with the Universidad Del Zulia of Venezuela having the highest number of publications.

Likewise, regarding the Latin American authors with the greatest participation, it was revealed that Severino-Gonzalez, Sarmiento-Peralta and Vallaeys are the main authors with the greatest frequency of published articles. On the other hand, the journals with the highest production in terms of university social responsibility were the journals *Opción*, *Revista de Ciencias Sociales*, *Revista Venezolana de Gerencia* and *Espacios*.

It is advisable to explore other databases in the field of university social responsibility such as PubMed, Medline and Web of Science, which will allow a broader understanding of the current state of scientific production in USR. Likewise, measurement aspects such as thematic area, funding sponsor, language and frequency of key words over time can be studied in greater depth.

Finally, it should be noted that the study presents a current overview of the scientific production in university social responsibility and with it it is possible to know and propose future lines of research that will be useful for researchers in the field of university social responsibility.

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