

Research Article

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Corporate Social Responsibility and Employment of People with Mental Illness

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Received Date: August 20, 2022

Published Date: September 28, 2022

Abstract

The objective of this research was to carry out an analysis of the configuration of the labor inclusion of the mentally ill in the discourse of mental health and its real, symbolic and imaginary possibilities. This document presents only the basic conceptual references for the case analysis of a private company in the city of Bogotá. The results show the logics that emerge and configure the organizational reality from a structural logic of capitalist industrial work with interests opposed to the programs and public policies that promote the labor inclusion of the mentally ill. The conclusions show that assuming the recovery of the mentally ill (mental health) with their employment relationship, rather than pointing to the symbolic dimension of corporate social responsibility, calls for the ideal of neoliberal production discourse.

Keywords: Labor inclusion; Corporate social responsibility; Work psychology; Mental illness "Work is the normal state of human beings, not working is abnormal." Bauman Z [1].

Introduction

The question about the place of social responsibility in today's companies leads me directly to think about the place and relevance of the mental health discourse in countries like Colombia, the policies and practices that emerge in this context with the good (healthy) intention to include or socially integrate the mentally ill through projects and programs of labor insertion.

As a social ideal (we are all equal and we all have the same rights and the same opportunities), the social inclusion of the mentally ill tries to covertly deny the singularity of a subjective position that denies the social place that has been assigned to the different, to the dysfunctional, to abnormal. Unemployment figures for this type of population are overwhelming.

In this sense, it is evident that for most people, it is currently difficult to enter the labor market because the conditions for

carrying out the work and the demands not only for training but also for adaptation for the new generations of employees are higher every day. . Undoubtedly, for a person diagnosed with a psychotic disorder (mental illness or disability), the real possibilities of joining said labor market are markedly reduced, since their ability to interact in a socially acceptable manner, to order and control coherently, is considerably affected -decreased- their thoughts and emotions, among other aspects.

In this context, it is pertinent to ask the psychology of work about concepts such as: work, employment, unemployment, labor market, social insertion, mental health and corporate social responsibility. Since if the respective conceptualization is not made, we can fall into errors such as believing that the person who works enjoys good mental health and the person who does not work is sick, has a mental disorder or is maladjusted. As if working conditions

did not negatively affect the mental health and psychological well-being of workers. Producing in this way the exclusion of (subjects) population groups that do not adapt to the new demands of the labor market.

Paradoxically, the same production system that expels (excludes) them tries, through corporate social responsibility policies, programs and strategies, to include them fully and again as short-term beneficiaries and long-term loyal consumers, which guarantees that the capitalist production it is not necessary to change or question it but rather: that some misfits are required to adapt for good social functioning.

To mention some contributions to this reflection, Initially, a brief description of the facts, events, controversies and debates that have marked the history of work psychology in the context of industrial capitalism is presented.

Work Psychology

The psychology of industrial work is an invention of the 19th century, which comes with its discourses and selection practices of the most suitable workers to respond to a labor market demand of that time [2-4]. Consequently, as stated by Pulido [5], since psychology met the world of work in the first decades of the last century, research has indicated that its place and operations are linked to both liberal capitalist society and with the civilizing project, and, therefore, colonizer of modernity, translated and schematized in "being a worker = being an employee" [6-8].

According to Morán [9], work psychology is "a specific field of psychology whose objective is the scientific study of the behavior of individuals in the work environment". Consequently, for this author, work psychology studies human behavior in its individual and social dimension, in work-related situations that have an impact on mental health and produce effects on labor subjectivities [6,10-12].

For his part, Blanch J [13] maintains that: "the very nature of work psychology is inseparable from the socio-historical construction of the problematic realities that as a discipline it tries to understand theoretically and that as a profession it tries to solve and change in practice." (p.210). In addition, cultural, ideological and power factors that emerge in organizational contexts must be included [14-16].

In this sense, we can point out together with Pereda S, et al. [17] that: "all these changes have had an impact on the role, functions and responsibilities of the work psychologist, as well as on the models and techniques used in their professional activity". Consequently, according to the mentioned authors:

Psychology, with its scientific methods and theories, continues to be the conceptual basis of work psychology and, however, the psychologist has had to expand his activity to aspects related to other disciplines such as economics, labor law, occupational medicine, etc., both when he works individually and when he works as part of multidisciplinary teams.

This call for attention is made bearing in mind that many "psychologists" who call themselves practitioners assume their professional work as true "administrators" of human resources and

not as work and organizational psychologists, seeking their identity and professional recognition in other disciplinary fields [18,19].

For several authors, among others Peiró J, et al. [20], Agulló, E [21] & Blanch J [13] recognize that work psychology shares two basic principles. A thematic area structured around personal-environment interaction organizational or labor that, in some cases, appears under the denomination labor behavior (as a behavioral reaction to variations in the circumstances of the work environment-context) and, in other cases, as labor action of a cognitive, emotional and social subject intentionally oriented to modify their socio-labor environment. The same meaning of work as employment, that is, a historically determined socio-form of salaried labor activity, in a contractual regime, within the framework of a particular form of work organization [22,23].

For this reason, it can be affirmed, following the approaches of Blanch J [13], that work psychology as a discipline and as a profession deals with: "psychosocial phenomena and processes involved in the interaction of the employed person with their work environment". Traditionally, a purely personal-individual perspective has been assumed that aims to analyze how ordinary people think, feel and value working in the employment system and what psychosocial impact their employment situation (employment, underemployment or unemployment) produces on them. From a more sociocultural perspective, the look of the work psychologist focuses on the specific psychosocial aspects of work activity in an organizational context [24-26].

For the moment, the multiplicity of aspects addressed by work psychology has been pointed out, as well as the diversity of approaches used to analyze the behavior of people at work. Now, through a brief description, the phenomenon of labor insertion is presented as a topic of particular interest in contemporary social psychology of work [6,27,28].

Labor Insertion

When reviewing the literature on labor insertion, it can be verified that there are different concepts, which are generally used as synonyms, such as: occupational insertion, social insertion, professional insertion, reintegration, etc.

According to Larrazábal M & Morales Y [29], labor insertion consists of offering support to people who are in a situation of labor and social exclusion, with the aim of joining the labor market. Labor insertion is committed to incorporation into the labor market, since it considers that a job allows the person to access the economic sphere of society, which facilitates access to other types of spheres. In the same sense, Pérez, cited by Larrazábal M & Morales Y [29] considers, on the contrary, that job placement refers to "the fact of getting a job at a given time, that is, an employment contract. Labor insertion includes both the incorporation of the person to a job and the maintenance of it. Generally, when using the concept of job placement, reference is made to obtaining a job that is not necessarily related to the preparation or training of the person who gets it and can be identified with job placement. However, if the job is related to the professional training or specialization of the person who is going to perform it, the term of professional insertion is used,

since the concept of “profession” is closely related to the training curriculum and is called professional insertion. Consequently, job placement takes place within a productive environment, with company operations, which is educational for the person [10,30].

For Fernández S & Y Sánchez J [31], accessing a job or being able to do so is the goal of any insertion plan. Access to it can be done in two ways: for someone else’s account and on their own. The first path is determined by two factors: the existing job offer, and the employability of the participant, in relation to the variables of opportunity, concurrence and competition. The second path starts from the participant’s ability, or in collaboration with others, to create their own job, depending on the resources available to them, their previous training and their own motivation. All this, without forgetting, of course, that work has become, in Western societies, the fundamental value “of social inscription”, and therefore, in its absence, as the triggering factor of social restructuring [32]. Similarly, Araniguría F [33] points out that the new reality of the labor market, determined by the impact of economic globalization and new social trends, establishes, as a general rule, new criteria to determine the requirements for access to employment in competitive conditions [34-36].

Labor integration according to the international labor organization

In 2002, the International Labor Organization (ILO) [37] published a repertoire of practical recommendations for managing the integration of people with disabilities at work:

1. Defines the basic terms related to the obligations of employers, labor management, hiring, job promotion, maintenance and confidentiality.
2. Special emphasis is placed on managing the integration of people with disabilities in their work environment, including internal communication strategies, as well as recommendations for evaluations.
3. Hiring must respect the principle of non-discrimination, making sure to receive requests from people with disabilities. Likewise, the selection processes must respect the abilities and limitations of the person.
4. Workers with disabilities must be guaranteed the same job opportunities, including opportunities for promotion and recognition.

Modalities of employment for the process of labor insertion of people with disabilities. Below is a short description of each of the employment modalities that exist for the labor insertion process of people with disabilities, which according to the parameters established by the ILO (2002, p. 34-35), are:

- **Self-Employment:** this type of employment is the economic activity carried out by the person with a disability on a regular, personal and direct basis for profit, without being subject to an employment contract.
- **Normalized Employment:** the labor integration of people with disabilities is a process in which there must be a final

objective, integrated employment in normalized companies, that is, employment exactly the same and under the same conditions of tasks, salaries and hours as the of any other worker without disability, in companies where the majority proportion of employees do not have any disability.

- **Occupational Centers:** also known as Labor Workshops, these are institutions dedicated to enabling the occupational, personal and social development of the people served to overcome the obstacles that disability poses to their social and labor integration. In this sense, the Occupational Centers provide a service through which they develop social skills in people with disabilities so that they can lead a satisfactory and pleasant life.
- **Special Employment Centers:** these are “labor integration” institutions or companies, which aim to provide workers with disabilities with productive, paid work and with the social benefits that employment provides to any other person.
- **Supported Employment:** based on full integration, with first-time wages and benefits, placing the person in a job before providing training, with zero rejection, flexible support throughout working life and the possibility of choice by the person with a disability. The supported employment system consists of a set of individualized guidance and support activities provided by specialized job coaches. The trainers accompany workers with disabilities in the companies where their job is located and help them in their process of adapting to the job until they are completely autonomous. In this sense, supported employment is considered as the entry into the labor field of people with disabilities to companies, accompanied by support during their work adaptation and the development of their capacities that allow them to efficiently fulfill the assigned task.

Verdugo and Jordán de Urríes [38], point out that labor integration is a process that occurs based on the possibilities and capacities of the worker and the environment or community that surrounds him. however, the goal is for integrated employment to be standardized employment, either autonomously or with support. The supported employment process must be accompanied by training on previous occasions, but linked to the needs of the worker at each moment of working life, this process must be continuously carried out by means of an evaluation at different moments throughout the same. So that the labor integration process could be defined as the process through which the conditions are prepared so that people (in this specific case with disabilities) enter a job with the greatest chances of success.

In the case of entering the labor market for the first time, the first step before starting the job search is to reflect on what one can offer the market (strengths and weaknesses), as well as the occupation that one wants to perform. It is therefore necessary to define the professional objective to be achieved, from a deep self-analysis of the strengths and weaknesses in this regard, and the most appropriate analysis of the personal and professional profile. And for this “you have to ask yourself questions such as: what am

I like? what do I know how to do? what do I like to do? in what conditions do I want to work? Or what does work mean to me? The question that arises in this context, for the fundamental purposes of this research, was: are people with psychotic symptoms, mental disabilities or severe mental disorders able to carry out this process? In addition, other concerns arose such as: What is the type of ideal subject implicit in socio-labor inclusion programs in our country?

It is important to recognize, from this moment, that in the programs of orientation and labor insertion the "normal being" is taken as a model, the average person, who in statistical terms is the majority of a population. The particular case of people with mental retardation is statistically exceptional, that is, the minority. For these reasons, the socio-labor orientation and inclusion programs emphasize that during the process of searching for salaried work it is fundamental to know what type of occupations one is willing to accept or reject, and especially for what reasons. This requires specifying the conditions of access to work and the occupation in which employment is sought.

The employability of the psychotic or mentally handicapped is a term closely related to job placement. Employability refers to the possibilities, real or potential, that a person has, based on their professional qualification, of finding employment. It is therefore defined as follows: the ability of any person to adapt to a given job offer and to the set of attitudes, interests, motivations, knowledge, training and skills that position them positively in the labor market. For this reason, every employability project (ability to find and/or keep a job) aimed at each of the participants in these social inclusion processes is specified in their positive evaluation for an insertion process, which must be:

- a. Realistic: born from real knowledge of the person and the work environment;
- b. Timely: which manages access to employment through the selection of possibilities;
- c. Adaptable: that adjusts to the changing needs of the labor market;
- d. Transversal: that affects all the formative dimensions;
- e. Comprehensive: which involves interacting with family and community reality.

Mascayano Tapia, Lips Castro and Moreno Aguilera [39] review the job placement strategies for the population with mental disabilities. In their article they emphasize that: job placement and access to the productive market are considered key elements for the full integration of people with mental disabilities. In the context of research on the effects of labor insertion, the recognition of the positive value of employment as a tool for improving both the clinical and psychosocial situation of those affected by a mental disorder of disability is widely spread. Work activity in users not only improves their financial situation, but also provides a structure for their daily activities, with defined and significant routines. Guaranteeing in this way, as proposed by Pérez, the social and labor insertion of these people, in the communities to which they belong.

For Mascayano, Lips and Moreno [39], employed users (people with mental disabilities) have a personal sense of well-being, a good level of high efficacy and social identity. In addition, an improvement in self-esteem, a reduction in symptoms, a promotion of social contact and an increase in the quality of life of those who work are observed. On the other hand, it has also been shown that stable employment is a great support that allows the social insertion of people with mental disabilities, guaranteeing access to the exercise of their citizen rights. Some authors affirm that an effective social integration of the mentally ill person with a disability requires their incorporation into the productive world, their job training and access to the labor market. Finally, they point out that currently people with mental disabilities have fewer possibilities to find employment compared to other conditions of non-mental disability. In this regard, the workforce level of these individuals reaches only 29%, a significantly lower percentage when compared to people with physical disabilities (49%) and the community in general (74%). The situation is even worse for people with psychotic disorders, among whom only two out of ten find some form of employment. Some of the factors that explain this situation come from both individual and sociocultural variables.

In summary, labor integration to a "normalized", "protected" or supported employment is an essential variable of rehabilitation work in patients with severe mental disorders, to facilitate their autonomy and social integration. However, most of these people who suffer from psychosis are unemployed or have been excluded from the world of work and have significant difficulties in accessing and staying in paid jobs [40].

What Is Corporate Social Responsibility?

Beyond the myths and social imaginaries about corporate social responsibility that classify it as: "the donations made by a company", "a mechanism to deduct taxes", or "a marketing strategy of companies". Recognizing in advance that there is no exact definition of said responsibility. Corporate Social Responsibility (CSR) can be understood in very broad terms as the contribution to sustainable human development, through the commitment and trust of the company towards its employees and their families, towards society in general and towards the community. local, in pursuit of improving the social capital and quality of life of the entire community.

For greater precision and in accordance with the definition proposed by the European Commission, in its green paper: Promoting a European framework for corporate social responsibility, implies recognizing that

Corporate Social Responsibility is the voluntary integration, by companies, of social and environmental concerns in their business operations and their relationships with their partners. Being socially responsible does not mean fully complying with legal obligations, but also going further of its fulfillment by investing "more" in human capital, the environment and relations with its interlocutors [41].

In this context, CSR must necessarily be understood as a comprehensive scheme of shared responsibilities among all the

actors involved in business activity, who make up a complex network of relationships and values in each of the links in the value chain. . Where social initiatives cannot be isolated actions of some entrepreneurs-managers, social and economic actors, but must go hand in hand with the company's mission, vision, values and strategy.

Meneses [42] states, among other things, that it is valid to criticize "social marketing" in regard to the use of social responsibility projects to generate a business brand or to promote corporate image, since this business practice must be in line with business ethics. In addition, he assures that it would be a contradiction for a company to have social responsibility programs, while ignoring the most immediate needs of its collaborators. For example: pay a fair salary, provide adequate and effective training, provide certain possibilities for development, facilitate the conditions so that they have time to spend with their families, etc. For this author, it would be unimaginable for a company, entrepreneur or manager to raise the flag of corporate social responsibility (CSR) abroad, projecting the visibility of what has been done towards the external community, without starting with internal CSR, which gives it validity. and above all legitimacy to said concept and practice within the organization itself.

As a partial synthesis, it can be said that in order for the issue of social responsibility in today's business world not to become a common and fashionable place, it is necessary to assume a permanent commitment with all the social actors involved in the processes. management of the wealth and social welfare of the communities closest to our environment of psychosocial, political and economic action.

Finally, according to Martínez [43] the concept of Corporate Social Responsibility "cannot be based on welfare practices, of a subjective and sporadic nature, founded on the idea of donations by businessmen; actions that often correspond more to the incentive of generous tax discounts or made-up advertising practices". On the contrary, for this author, CSR always implies a long-term sustainable program.

Conclusion

After reflecting on the results obtained in this research, it is necessary to bear in mind that for any person who is immersed in research in the field of work and organizational psychology, it is unquestionable that the logic-rationality of the business-organization, in the context of industrial society fundamentally points towards profit with or without profit and subsistence. For this reason, it is necessary to return to the proposal of Chiavenato [44] for whom, in general, organizational-business rationality means adequacy of the means used to the ends and objectives to be achieved. In bureaucracy theory and managerial thought, this means efficiency. Therefore, a business organization is rational if the most efficient means are chosen to achieve the desired objectives, although only the organizational objectives and not the individual ones are taken into account. However, the fact that an organization is rational does not imply that its members act rationally with regard to their personal goals and aspirations. On

the contrary, the more rational and bureaucratic the organization becomes, the more automatically its members work, acting as mere cogs in a machine. Rationality is achieved through the elaboration of regulations that serve to direct the behavior of the participants in the search for efficiency.

Furthermore, instrumental rationality is based on an assumption of cause-and-effect relationships: certain actions lead to certain consequences. Thus, an action is rational if it is consistent with the achievement of the objectives to be achieved or adjusts to the presumptions and premises previously accepted by the organization.

In this context, the ideal is an efficient and effective company. Where effectiveness is a normative measure of the achievement of results. It is the ability to satisfy a social need by supplying products. And efficiency is a normative measure of the use of resources in that process. It is the relationship between costs - benefits, focused on the search for the best way to do or execute tasks so that resources are used in the most rational way possible. In short, every business organization behaves according to its own rationality.

On the other hand, in capitalist society, it is promoted as an ideal model, as the only way to be and the only way to exist is through work. Work becomes the central axis in people's lives, to the point that the rest of the social and personal activities are organized around it. The fact that work has become a scarce commodity and that being a worker is not the same as having a job is hidden or not mentioned. Ultimately, we are immersed in wage labor; where the person (the worker) must earn a living. The ideal of profit is promoted and socialized until it becomes a fundamental value of life.

Finally, when talking about job placement policies for people with mental illness, it is appropriate to remember that although the Colombian Political Constitution of 1991 in its article 25 states that: "work is a right and a social obligation and enjoys, in all its modalities, of the special protection of the State. Every person has the right to work in decent and fair conditions. Companies are born with the aim of producing profit and utility margins that guarantee their survival more than their subsistence in the short, medium and long term. Here it is worth returning to Schein [45] when he states that an organization is: the planned coordination of the activities of a group of people to seek the achievement of an explicit and common goal or purpose, through the division of labor and functions, and through the hierarchical distribution of authority and responsibility.

An important aspect of this definition, which can be analyzed, is that the object of coordination is the activities and not the people [46].

On the other hand, reflecting on the social responsibility of the company implies raising the question: should the company limit itself to complying with its legal and economic obligations or exceed this minimum framework and consider the effects caused by its production process? Of course, there are arguments for and against the involvement of the company in social issues. However,

the responsibility of the Colombian State cannot be left out by delegating its fundamental responsibilities to private companies and, above all, to the potentially employed individual.

Acknowledgement

None.

Conflict of Interest

No Conflict of Interest.

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