Artículos

University Social Responsibility in the Organizational Happiness Management

Responsabilidad social universitaria en la gestión organizacional de la felicidad

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ABSTRACT

Social responsibility today has acquired a significant place before society; this does not escape organizations, whatever their nature. The university, as a social organization, must seek a very stable position in this area since the ultimate goal of responsibility is the common good. In this tonic, this article intends to identify theoretically how from the university organizations, and the social responsibility that derives from them, management of organizational happiness can be done. The systematic review of documents and hermeneutical analysis constituted the method, which allowed us to reflect on everyday university practice. For being consistent with the context, an ontological and axiological commitment must be developed from the university towards the social demands that surround it. Resulting in high levels of motivation. Which benefit from day-to-day activities, as well as more productive individual and group work dynamics.

Keywords: Common good, management of organizational happiness, organizational happiness promotion, university social responsibility.

RESUMEN

La responsabilidad social ha adquirido hoy un lugar importante ante la sociedad; esto no escapa a las organizaciones, sea cual sea su naturaleza. La Universidad, como organización social, debe buscar un lugar muy estable en esta área, ya que el objetivo final de la responsabilidad es el bien común. En este tono, este artículo pretende identificar teóricamente cómo se puede hacer desde las organizaciones universitarias y la responsabilidad social que se deriva de ellas la gestión de la felicidad organizacional. La revisión sistemática de documentos y el análisis hermenéutico constituyeron el método, que nos permitió reflexionar sobre la práctica universitaria diaria. Para ser coherente con el contexto, se debe desarrollar un compromiso ontológico y axiológico desde la universidad hacia las demandas sociales que lo rodean, resultando en altos niveles de motivación, que se benefician de las actividades cotidianas, así como de dinámicas de trabajo individuales y grupales más productivas.

Palabras clave: Bien común, gestión de la felicidad organizacional, promoción de la felicidad organizacional, responsabilidad social universitaria.

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INTRODUCTION

Corporate Social Responsibility (CSR) has been a topic of great debate in recent years, "to be socially responsible" is a prerequisite for an organization to be competitive. Due to the social transformations that occur in the present, the same that have generated complex crises in the political environment, directly affecting the state and their relationships with society by the concentration of economic power and labor in the private sector.

This reality impacts the education sector, and this concept has been gradually strengthened, especially in the university sector, where the maximum is the formation of individuals, generally, whole grains.

Then, as a product of what today must conceive the organizations since its axiology, Social Responsibility Organizational (SRO) turns out to be a relatively new paradigm that begins to be defined in the 1980s. With origins at the beginning of the last century, such as the business response of others, then to social problems. With this understanding, the theme of the SRO needs to be clarified to avoid confusion semantic, and the abuse of its concept[2].

For its part, the incorporation of the issue of happiness in organizations as a plus of the SRO has been the trend in recent times, generating a positive organizational impact, since it had been found that organizations with motivated individuals and happy, conducive environments of trust. That potentialized their strengths and competencies in the realization of their daily, to make the organization a place favorable, pleasant, and essential for the integral development of individuals, translates into being for everyone in the organization.

Organizational well-being converted into happiness, and this is a new perspective that is responsible for observing comprehensively the responsibilities and functions of organizations and individuals that compose it. Studying the subject-object as the main asset for the support and development of the results of the organizational production, and that this depends only on the realization of a value offer attractive for all.[3]

This paper seeks to address from state of the art, as the management of the happiness of the organizations is afforded from the Social Responsibility of the University, ensuring the welfare of its employees and increasing quality of life and the common good. For this purpose, the qualitative paradigm will be used, through observation review, with a hermeneutic interpretive approach, through documentary observation of secondary sources.

ORGANIZATIONAL SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR), also known as corporate social responsibility (CSR) or more recently as Organizational Social Responsibility, to give inclusion to all types of organizations; turns out to be a relatively new business philosophy that has gained the greatest boom during the first decade of the year 2000. However, it is a debate that has been treated during the 20th century, bringing with it questions such as what is the role it should exercise the enterprise against the societies of today? Moreover, what are the responsibilities that must be assumed by the organizations? Which has been attempted to provide answers

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[1] This dissertation is the product of interdisciplinary research of the authors and advancement of the research project funded and running "organizational development and happiness in university institutions sustainable. Student attention," inscribed on the lines of research: 1) Innovation and competitiveness in organizations, Organizational Management subline; and 2) Cognitive Neuroscience and Mental Health, Wellness subline Welfare, Culture of Peace and Coexistence of La Universidad de la Costa (CUC).

[2]Jauregui, Ramon (2005): "RSC, a lever for change". Retrieved on https://cincodias.elpais.com/cincodias/2005/03/08/economia/1110398145_850215.html Retrieved 8 July 2019

[3] Rodríguez-Muñoz, Alfredo, and Sanz-Vergel, Ana (2011): "Happiness at Work". Specialized Magazine mind and brain, Special N° 22, Spain, Scientific Press, S.A, pp 42-49

from different organizational theories such as the strategic direction and the economics of organizations, as some elements can be considered as SRO?

[4] Mentions two recent periods on the evolution of the RSO: 1) that starts at the end of the 19th century and ends in the late '60: here it is proposed that the ethics of companies and 2) the time that identifies the debate of the academy produced in the United States and Europe about a new way to see successful organizations: adding social, environmental and sustainable organization. Already in the years '20, there is a decline in the corporate image of several organizations, which served to that "business leaders and public relations experts soon realized that the new powers and privileges of the institution demanded new public relations strategies."[5]

For its part[6], , talk about the role of the management of undertakings, which goes beyond the defense of the status quo of the economics of business, wondering who is responsible? Moreover, what is responsible? Already in the year 1953[7] argues that companies should be directed to seek available policies, make decisions, and lines of action aimed at achieving the goals and values of society. So then establishes that the company should strengthen economic and social welfare. Corporate Social Responsibility involves a public stance toward financial and human resources and a will so that such funds are used to expand the social purposes, and not only for the interests of private persons and companies.[8]

Besides ,[9] speaks of the RSO should be on par with the social power of the companies. For its part[10] , for its part, that the only social responsibility of directors is the benefit. However, it says [11] that the duty is to overcome the mere economic demands and legal environment .[12]

Already in 1971[13] , speaks of the company has responsibility in the economic, legal, and voluntary, businesses carry a responsibility to help society to achieve its primary objectives and, therefore, have social responsibilities. The higher a company more significant it will be their social responsibilities. It is a philosophy that confronts the social interest and enlightened self-interest of business in the long term with the old and narrow self-interest in the short time .[14]

Insist [15] that social responsibility should recognize the social demands of concrete actions to respond to them instead of thinking in terms of the alleged needs of society. To do this, the activities of the company (mission, vision, values, and objectives) must contain a direct action of social responsibility as a bright horizon of organizational philosophy or mode of response to social problems.

In 1997 a new form of organizational social responsibility called "corporate citizenship"[16] and expressed that is, at a minimum, must commit itself from its strategic framework with the laws, regulations, and business practices that prevail in the organization. That is, it is the corporate actions that reflect a responsible and

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[4] Perdiguero, Thomas (2003): Corporate Social Responsibility in a Global World". Spain, Editorial Anagrama, pp 215.

[5] Bakan, Joel (2005): "The Corporation: The pathological pursuit of profit and power", United States of America, Free Press, pp 228.

[6] Drucker, Peter (2013): "Capitalist Society. Spain", apostrophe, pp 228.

[7] Bowen, Howard (2013): "Responsibilities of the Businessman". The United States of America, UNIV OF IOWA PR; Edition: Reprint (1 December 2013), pp 248

[8] Frederick William (1960): "The growing concern over business responsibility". Year 2, No. 4, United States of America, California Management Review, pp 54-61. https://doi.org/10.2307/41165405

[9] Davis, Keith (1960): "Business Can Afford to Ignore Social Responsibilities?". Year 2, No. 3, United States of America, California Management Review, pp 70-76. https://doi.org/10.2307/41166246

[10] Friedman, Milton (2002): "Capitalism and Freedom". United States of America, University of Chicago Press, pp 224.

[11] McGuire (1963): "Business and society". New York: McGraw-Hill. p. 312

[12] Palomino, B. y López, G (2019): "Social responsibility of ecotourism companies, regulations, and public policy in Mexico City". JURÍDICAS CUC, 15(1). 353-382. DOI: https://doi.org/10.17981/juridcuc.15.1.2019.14

[13] Steiner, George (1971): "Business and society". United States of America, Random House, pp 610.

[14] Paz Marcano, A., Harris, J., & Franco Segovia, F (2016): "Social responsibility shared management with the social entrepreneur in mixed companies in the oil sector". ECONÓMICAS CUC, 37(2), 47- 68. https://doi.org/10.17981/econcuc.37.2.2016.03

[15] Ackerman, Robert, and Bauer, Raymond (1976): "Corporate Social Responsiveness: the modern dilemma". The United States of America, Reston Publishing Company, pp 466

[16] Logan, David; Roy, Delwin, and Regelbrugge, Laurie (1997): "Global Corporate Citizenship: Rationale and Strategies". The United States of America, The Hitachi Foundation, pp 192.

proactive behavior, from the economic (reason for companies), but without neglecting the collaborate internally to the organization, community, society, and the environment.

Already talking of the current concept of organizational social responsibility [17], sets out that: the organizational social Responsibility is the link that every company establishes and cultivates with its audiences to generate social ties that favor competitiveness and long-term business at the same time that contributes to improving the living conditions of society sustainably.

In this respect, as has been pointed out [18], The RSO has become the primary engine of the organizations because it is: one of the essential axes of normative reflection on the future or, if you prefer, on how we can organize production models and relations between the political, economic, and social spheres efficiently in societies at the beginning of the XXI century. But also with non-negotiable perspectives of justice, equality and solidarity, and equity.

To understand the definition of organizational social responsibility (it was intended to address from this research), it is imperative to understand: 1) the company and society are one, being the company a structure that seeks to obtain an economic benefit, and that is part of the community, where the company has an influence in society through the impact produced by the same activity. In the opposite direction, the community also has dominion over the company, through the expectations that different partners have on this. From this perspective, it determines, socialization, practices, and to the beliefs which are made explicit in the way they relate with the different sectors in the different areas and with citizens in the fullness of their rights and duties [19]. 2) as a result of the above, it must be emphasized that the RSO is not something added or peripheral to the company. It has nothing to do with the concept applied to the "economic responsibility of the company" because this is the reason to be intrinsic of the organization, must not be confused with the definitions of gift or philanthropy. The RSO is a critical element of the business strategy, is a part of the entrepreneurial activity, and therefore forms part of the organization, all that allows companies to formulate suitable tactics [20].

Based on these premises is situated to the RSO as a method where the company recognizes the existence of a contract business-society and economic- social, which proves the existence of new social demands arising from all collaborators of the organization, demands on the organizations and that, in a win-win, looking for the maximum of the common good, must be a vital element of the business strategy.

Then, social responsibility in organizations is used as a tool of the natural product, which works to companies and society, it is used to perceive and to correct the negative consequences arising from corporate activities that run for social development. For this tool to be used correctly, companies from its citizens and volunteer (exceeding the requirements legal and economic responsibilities) must recognize their duties in the direct impacts arising from their actions.

For purposes of this article and in the words of one can understand the RSO in 4 ways: 1) contributing to a society where is immersed; 2) incorporated into the business philosophy solutions to meet the expectations and demands of the stakeholders; 3) the responsible management of the impacts of the operation of the

17 Roitstein, Florence (2003:7): "Social Responsibility in Argentina". Trends and opportunities. Retrieved on http://www.ingenieroambiental.com/4020/rse_investigacion%20bueno.pdf, consulted on 18 May 2008.
18 Perdiguero, Thomas (2005): "Corporate Social Responsibility CSR, and public debate in Spain". Retrieved on Https://www.dosdoce.com/2005/01/09/la-responsabilidad-social-de-las-empresas-rse-y-el-debate-publico-en-espana/, retrieved on 16 January 2008
19 Chumaceiro, Ana, and Hernández, G., Judith (2018): "University Social Responsibility: citizenship training for happiness objective". In Fernández, Antonio; Fernandez, Mercedes; Tobar-Pesantez, Luis and Ravina-Ripoll, Rafael (ed) (2018): "Education and happiness in the social sciences and humanities. A holistic approach to the development of creativity in the digital era". Publisher Tirant humanities, Valencia, pp. 594
20 Yori, Ligia Hernández G., Judith, and Chumaceiro, Ana (2011): "Scenario planning: a strategic tool for the analysis of the environment". Year 16, not 54, Venezuela, Venezuelan Journal of Management, pp 274-290.

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company in their interest groups, society in general and the environment; and 4) ethical management of the company [21] [22].

To do this, it is necessary to identify what are the interest groups (stakeholders) and dimensions that the company responsible must know, so then [23] brings us closer to a definition on interest groups or stakeholders:

At a minimum, the stakeholders are those groups to whom the organization has voluntarily agreed to benefit, and with whom the organization has then undertaken reliable obligations. Commonly are included groups such as investors, employees, customers, suppliers, and local communities.

In the same way ,[24] it mentions: "Employees and their unions, communities and civil society in general, customers, suppliers, shareholders and suppliers of capital." It also proposes to the company the inclusion of procedures that make it possible to determine those groups that are predominant in the direct involvement with the company to respond to the needs of the environment. In this understanding, participation is of great importance as a social phenomenon.

On the other hand, the dimensions of the RSO can be viewed from two perspectives; the first of them is divided into two aspects: an internal element where [25] reports that this is oriented toward the professional relationships and managerial practices, has to do with the additional effort that is done with the workers exceeding the expectations of legal norms. That is to say, which is directed toward the personal and professional development of employees, providing them with a timely flow of information of the company in general. Still, especially of the direct relation to each employee in their daily work, it also seeks, improves working conditions, both physical and contractual arrangements.

Another dimension is locating in these external customers, suppliers, state, society, NGOs, competitors. Referring to respect for the environment, the commitment and actions of collaboration with the economic and social development of a locality, state, or country, the ethical development and responsible business practices with customers and competitors, investors, suppliers, contractors, distributors, and the nation [26].

The second perspective is described by [27] social responsibility: a social dimension that has to do with everything related to people, that is to say, customers, employees, and society in general. Economic dimension seeks to maximize the value of the organization through the financial benefit.

Environmental dimension, this dimension should be divided into two aspects: 1) referred to the consumption of natural resources that the company makes in its production, 2) the impact that this consumption generates on the environment in both aspects of having an environmental control because the second depends on the first.

ORGANIZATIONAL SOCIAL RESPONSIBILITY TO UNIVERSITY SOCIAL RESPONSIBILITY

Move the field of organizational social responsibility toward universities has been an innovative project. Still, large-scale projects considering that the University has direct contact with the formation of many people,

21 Licandro, Oscar; Ramirez, Adam; Alvarado-Pena, Lisandro; Vega, Luis, and Belt, Patricia (2019 b:3): "Implementation of the ISO 26000 Guidelines on Active Participation and Community Development". Year 8, not 9, Switzerland, Social Sciences, pp 263-281. https://doi.org/10.3390/socsci8090263
22 Licandro, Oscar; Alvarado-Pena, Lisandro; Sansores, Edgar and Navarrete, Jane (2019:285): "Corporate Social Responsibility: Toward the creation of a typology of definitions". Year 24, not 85, Venezuela, Venezuelan Journal of Management, pp 281-299.
23 Phillips, Robert (2004): Some critical questions about stakeholder theory". March/April 2004, Canada, Ivey Business Journal, pp N/A. Recovered from https://pdfs.semanticscholar.org/77bd/90b80201fb63b177d2531cc581c925492644.pdf
24 GRI (2016:9): "Glossary of the GRI Standards". Retrieved on https://www.globalreporting.org/standards/media/1475/spanish-gri-standards-glossary-2016.pdf, consulted on 16 January 2017.
25 Government of Chile, work address, Research Department, Santiago, pp 164.
26 Baltera, Paul, and Diaz, Star (2005): "Corporate Social Responsibility: The scope and potential in labor matters". Research Notebook No.
27 The Green Book (2001): "Promoting a European framework for corporate social responsibility". Commission of the European Communities, Brussels, pp 36. Recovered from http://www.europarl.europa.eu/meetdocs/committees/deve/20020122/com(2001)366_es.pdf

however, by the fact of being something new advances in the design, management, and information systems has been slow in comparison to the RSO[28] .

However, in the era of globalization and everything that brings with it, has made that organizations of all kinds are protagonists and partners in the development of a country. The University is not immune to these realities and, therefore, can and must contribute to the societies' adequate levels of knowledge that finally result in high standards of quality of life and the common good within nations.

It is important to emphasize that in the sense of university social responsibility (USR), universities must go far beyond the simple university extension or social projection. Thus, generating a value chain with organizational culture directed toward ethics, integrity, respect, and social responsibility. That is oriented as an institutional strategy that promotes critical thinking and solidarity through inter and transdisciplinary aspects that contribute to the sustainable development and collective well-being of a country.

In the context of the preceding, the University must assume the role that today demands, but consider this role must be made with quality from the formation of integral individuals, which passes through quality and job satisfaction of all its collaborators. It is the commitment to meet the social realities of the environment, to generate a level of social protection from the raison d'être of university education.

Hence the importance of universities creating and playing their new role, a role with more significant roles before society, a responsible task that promotes social, economic, and environmental development sustainably, driven from the reason for being educational. In this aspect [29], it comments that universities play a leading role not only because of the direct impact that has the incorporation of social responsibility in its educational philosophy. But also to the fact that once incorporated in your mission, vision and corporate strategy should be executed correctly and direct, thus allowing high levels of customer satisfaction in all its interest groups.

The university must try to overcome their reductionist approach, based solely on the student academic training, research, and extension, and start behaviors that allow the balance of social, economic, and environmental goals. Seeking a change in attitude in future generations with their social relations, business, and environmental concerns.

In this regard [30], spoke of the impact of the University in the environment: organizational impact: where it is considered the effect toward the people who interact within the University as are the administrative staff, students, and teachers. Educational impact: because it is the reason to be intrinsic of the University turns out to be very significant, the intention is to generate comprehensive professional, ethical sense, assertive in decision-making and with full knowledge of the role that each in society.

The cognitive impact is the action of the University as a trainer, recognizing how to handle the generation and transmission of knowledge to their students. Social impact: consideration should be given to the economic, social, and political development for the training of leaders and competent professionals, which develop skills to be social, which contributes to the advancement of a better society.

In this regard [31], says that the RSU must be conceived as: a policy of decent quality of the performance of the university community (students, teachers, and administrative staff) through the responsible management of educational impacts, cognitive, labor and environmental impacts that the University

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28 Lozano, Josep (2007): "Public promotion of corporate social responsibility". Year 2, not 65, Basque Country, REPORT GAINDEGIA 2008 Journal, pp 108-127.

29Forum of the Social Councils of the Public Universities of Andalusia (2009): "Summary of the report of the project report: Social Responsibility of the University System of Andalusia". Andalucia, pp 33. Recovered from http://demuplac.ugr.es/pages/responsabilidad_social/resumen_ejecutivo/%21

30François Vallaeys, De la Cruz, Cristina and Sasia, Peter. M (2009): "University Social Responsibility: The First Steps". Mexico, McGraw-Hill, pp 93.

31Vallaeys, François. (s/f:9): "What is University Social Responsibility?". Working Paper recovered from http://www.url.edu.gt/PortalURL/Archivos/09/Archivos/Responsabilidad_SocialUniversitaria.pd

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generates, in a participatory dialog with the society to improve the academy and promote sustainable human development.

ORGANIZATIONAL HAPPINESS

To discuss organizational happiness, it is necessary to understand the concept of "happiness," this definition can be translated as subjective welfare. In the words of [32], to study the subjective well-being is the study of happiness, how it can be obtained, it is a personal experience and individual human beings, which allows them to determine how they feel, the degree of satisfaction with life. In the same way[33] , says that happiness refers to the set of positive experiences, inherent to human nature and that generates a feeling of welfare

In this regard [34], expressed that we can explain the happiness, as the experience of positive emotions, from the pleasure combined with deeper feelings of accomplishment and sense, would imply a positive mood in the present and a positive view toward the future. For its part [35], say that happiness can be defined as a quality of life divided into two: 1) the welfare objective, that goes from the contexts aims of life such as education, health, housing, equality, and 2) the subjective welfare, defined by the subjective experiences. That is to say, the emotional experiences of each individual and how they see these positive experiences over the negative ones. For this investigation are assumed as synonyms: happiness, subjective welfare, and satisfaction with life.

In this understanding, we then say that happiness, human well-being, quality of life, social welfare is the "global assessment of the quality of life of a person according to the criteria chosen by herself."[36] If we refer to the concept of "happiness," the authors Hernández et al. (2018:28) expressed that this concept turns out to be polysemic since due to its scope must be measured with indicators that prove the satisfaction of needs within a social context. Which includes economic, social policy, social inclusion, human rights, democracy, social justice, and quality of life.

It is as well as the development of social welfare, and happiness must be designed with real equity, in an inclusive and participatory, mediated by an educational system responsible. That introduces to the whole professional society to participate actively in the social dynamics providing solutions suitable for the achievement of a good quality of life[37] .

Now, since we are on the topic of organizational happiness turns out to be more than a trend, a strategy of improvement that has more impact on businesses. In this regard, [38] distinguishes between 1) happiness at

32 Scorsolini-Comin, Fabio, and Dos Santos, Manoel (2010): "The scientific study of happiness and health promotion: Integrative literature review". Year 18, not 3, Brasil, Revista Latino-Americana de Enfermagem, pp 192-199

33 Alayón, Ingrid (2015): Happiness and business accomplishments. Diploma Work. (Diploma in Senior Management) Universidad Militar Nueva Granada. Bogota. Recovered from http://repository.unimilitar.edu.co/bitstream/10654/13664/2/FELICIDAD%20Y%20LOG

34 Hernández G., Judith; Romero, Ligia; Chumaceiro, Ana and Melendez, Yira (2018): "The social state of law and citizen: social peace and happiness in Colombia". In Hernández G., Judith and Romero, Ligia. (Ed) (2018). Perspectives in Legal and Political Sciences on citizen participation, peace, prosperity, and happiness. The twenty-first century. Editorial Educosta, Barranquilla, pp. 241

35 Lykken, David; AUKE TELLEGEN (1996:186): "Happiness is a stochastic phenomenon". Year 7, not 3, United States of America, Psychological Science, pp 186-189. https://doi.org/10.1111/j.1467-9280.1996.tb00355.x

36 Reyes-Hernández, Ivana, and Chumaceiro, Ana (2018): "Munchausen resilience and subjective well-being in abused children". In Ravina, Rafael; Tobar, Luis, and Galiano, Araceli (ed). (2018). Keys to sustainable development. Creativity and happiness management as a portfolio of technological innovation, social marketing, and business. Comares Press, S.L., Granada, p. 224

37 Chumaceiro, Ana, and Hernández, G., Judith (2018:168): "University Social Responsibility: citizenship training for happiness objective". In Fernández, Antonio; Fernandez, Mercedes; Tobar-Pesantez, Luis and Ravina-Ripoll, Rafael (ed) (2018): "Education and happiness in the social sciences and humanities. A holistic approach to the development of creativity in the digital era". Publisher Tirant humanities, the social sciences and humanities. A holistic approach to the development of creativity in the digital era". Publisher Tirant humanities, Valencia, pp. 594

38 Fernandez, Ignacio (2016): "What is organizational happiness?". Recovered from http://clafo.com/landingart.php?id=33, consulted on 25 November 2016.

work and defined as the state of health, well-being, and fullness that they feel the workers and that finally only depend on themselves. That is to say, they are the actions that each person makes in its work to improve their working conditions or the subjective perception of each partner about how you feel at work [39]. However, 2) organizational happiness is what the company makes to produce welfare (subjective) in their workers [40]. In the latter case, participation is of great importance as a social phenomenon.

Thus, the concept of organizational happiness is not merely the salary of a worker (although it is something important). Still, when basic needs are satisfied, there are other things involved, as indicated by[41] autonomy. Which generates the employee with a sense of confidence concerning the tasks that it plays, 2) Learning, which means feel more efficient in their work, and 3) the purpose, which is nothing more than an understanding of what is being done and for what is being done, be part of something organizational.

Happiness is framed in the organizational well- being of individuals and quality of life, is also related to flexibility and Motivation How To: work environment, peer relations, the possibility to continue studying, ascend, other benefits .[42]

ORGANIZATIONAL HAPPINESS FROM THE UNIVERSITY

Talking about organizational happiness is necessary for the first instance to know the definition of management. As it is a determining factor at the time of promoting this strategy, the concept of management, as such, expresses the action of handling situations, companies, human groups, financial resources, and decision-making in any context. In general terms, the management as an action is equivalent to the way it has been administered, managed, to any process, procedure, and more broadly to any company, organization, movement, and social activity.

Since entering this section, we should comment that the impacts of organizational decision making are enormous for people's quality of life. However [43], it points out that: there is only a single social responsibility for companies: using its resources and participate in activities designed to increase their profits, up to where this is done respecting the rules of the game, that is, participating in activities within an open and free competition without deception or fraud.

Such reductionism of the field economism of the organization is what prevents progress in the vision of sustainable development, where the bifurcation of opinions and needs of different sectors of society converge in the practical solution of these problems, enabling it to improve people's quality of life and the common good of society. In this sense ,[44] urged to overcome the "insensitivity" of economic decision-making. That is why the so-called is for this decision-making begins to be managed from the common welfare of persons: today, we all recognize the ravages that are causing our environment. Amends daily damage to the ozone layer, we contribute to global warming, pollute the air and rivers, destroy forests and jungles, exhaust the mineral resources, and then pressed numerous species to extinction, as well as other modalities of devastation [45].

39 Fernandez, Ignacio (2015): "Satisfaction, corporate, and people management". Recovered from http://ignaciofernandez.blogspot.com/2015/05/felicidad-organizacional-y-gestion-de.html, consulted on 25 November 2016.
40 Fernandez, Ignacio (2016): "What is organizational happiness?". Recovered from http://clafo.com/landingart.php?id=33, consulted on 25 November 2016.
41 Melamed, A (2016): "When a good salary is not enough to stay". Clafo. Recovered from http://www.clafo.com/landingart.php?id=35, consulted on 25 November 2016.
42 Alayón, Ingrid (2015): Happiness and business accomplishments. Diploma Work. (Diploma in Senior Management) Universidad Militar Nueva Granada. Bogota. Recovered from http://repository.unimilitar.edu.co/bitstream/10654/13664/2/FELICIDAD%20Y%20LOG
43 Uribe, Angela, and Schumacher, Christian. (2005): "Ethics, Social Responsibility, and Company". Colombia, Rosarista Publishing Center, pp 232.
44 Sen, Amartya (1998): "Theories of Development at the beginning of the 21st century". Year 17, not 29, Colombia, Cuadernos de economía, pp 73-100.
45 Sen, Amartya. and Bernardo Kliksberg (2007:53): "People First: A Look from the Ethics of Development to the main problems of the Globalized World". Spain, Ediciones Deusto, pp 315.

The problems that need to be addressed from the University did not escape to this reality, and require an improvement in the way to associate their ethical values with reality, managing the collaboration of all in sustainable development. Annulling the disbelief that there is in terms of the contributions that each must make from their social context.

It is thus that [46] assume that the new terms to measure economic efficiency. Will be the impact that the organization generates in terms of the management of quality of life. This conception moves beyond the purely economic issue, giving priority to understanding what is happening within society, looking at the existence of vulnerable populations in terms of nutrition, health, housing, education, and other necessities. Which involves the countries in their real possibilities of being called developed from the economic and competitive repercussions in the progress of a nation.

Then, for University Social Responsibility to promote organizational happiness, it needs to include in its university management values and ethical principles, which promote from its reason for being actions that positively impact the whole community that makes them up. One of the ethical values that cannot miss is the optimum conditions and worthy offered to the collaborators (internal and external) of the University, which has influenced directly and proportionately in the happiness of the interest groups, although happiness is defined to the interior of each individual.

Thus, the University should orient its fundamental axes: education, research, extension, and social projection toward the achievement of standards that promote quality of life consistent with the majority. Through the implementation of strategies, such as the selection of leaders not only from their powers but since its human curricular quality and ability to lead all kinds of people with dignity, promoting a healthy work environment for all; labor flexibility, which measure employees for the tasks performed and not only by the time spent in the institution[47] .

To have creative physical spaces for the optimal development of the activities of employees; allow the development of new skills to employees, through the possibility of being able to continue studies in the areas who wish to develop; allow them to the application of their knowledge acquired in the workplace; a remuneration according to the curricular capabilities, functions and at the same time effectively worked in the University; public recognition of things well made within its work; permeate to employees with the security of tenure in the institution [48].

Efficiently generate strategies mentioned will increase organizational productivity as a happy worker manages to offer an offer of value and quality to its customers. Thus, the management of happiness is what today's organizations economically sustainable in the service of the people inside and outside the company, drawing from its mission and business guidelines to make happy individuals for and with whom they work[49]

FINAL THOUGHTS

Once the document review previously submitted, it denotes that from the first decades of the 20th century, there has been a recognition of the organizational responsibilities beyond the economic, in which social demands served as a fundamental factor. Already in the historical evolution, we find ourselves with companies that are willing to give back to society and the environment what it takes for them to achieve run its reason for being.

46 Sen, Amartya. and Bernardo Kliksberg (2007): "People First: A Look from the Ethics of Development to the main problems of the Globalized World". Spain, Ediciones Deusto, pp 315.
47 The Economic Note (17/07/2018): "The happiness of work within the framework of CSR". Colombia. Recovered from http://lanotaeconomica.com.co/pildoras-ejecutivas/la-felicidad-laboral-en-el-marco-de-la-rse.html
48 The Economic Note (17/07/2018): "The happiness of work within the framework of CSR". Colombia. Recovered from http://lanotaeconomica.com.co/pildoras-ejecutivas/la-felicidad-laboral-en-el-marco-de-la-rse.html
49 Alejandro Alvarez, and Muniz, Jose (2013): Happiness and development of culture in organizations, a psychosocial approach. Vol. 12, pp. 7-31 Communication, Magazine.

To date, there have been multiple and possible "RSO" programs. Many of them dismantled with the socio-economic and cultural aspects of organizational environment, and more focused, to respond to the shareholders, ideally the generation of programs of partner - business efficiency, through agreements and alliances, to optimize the efforts of the organization, employees, customers, allowing this maximization of returns.

In this regard, it has recently been started to talk about organizational happiness, referring this to the management that the company makes to improve or facilitate the perception of the experiences of the collaborators, facilitating labor processes to improve the quality of life of the employee.

Then, if it starts to implement this management tool from social responsibility, it will be achieved more effectively to promote positive emotions surrounding the organization. These emotions can be infected quickly, allowing the working teams to experience feelings of happiness within the organization. The humor, for example, directly influences the communication and union of employees, likewise in the personal satisfaction and labor productivity and creativity within the company.

It is essential to mention that it is the responsibility of the company to ensure effective communication of the benefits available within organizations; on this depends that employees take advantage of an impact as it should be, improving the quality of life and employee satisfaction.

Achieving organizational happiness is not an easy thing to do because it involves many wills. It is not just about giving employees disjointed wellness practices with each other, together with the work being the individual mood of each collaborator. However, if it wants to achieve this point it is necessary to lose the fear of change and identify opportunities to start their introduction in the workplace.

Strategies such as the improvement of the work environment, respect for the expression of each individual, symbolic rewards for a job well done, equal opportunities promotion or access to scholarships, among others. Should leave giving so attached to achieve the sum of a whole series of elements that produce well-being.

This business management tool in conjunction with the RSO and incorporated correctly on the organizational philosophy, they manage to be of significant impact on the collective unconscious of customers and employees, thus promoting the fidelity of their collaborators.

To stimulate happiness is essential to promote organizational, educational spaces that allow the growth of the individual strengths of students who will be the future competent professionals for decision-making assertive, which will allow them to provide society with significant contributions and sustainable. To this end, the University must transcend their boundaries and reach out to parents, families, and the community in general.

Finally, an organization oriented to the management of happiness tends to create better environments and healthy relationships that enable the achievement of the objectives with the best results in a sustainable way. Because if, as an organization, the chief trust and give tools to all collaborators, they will give each other in a committed way to business objectives.

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