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### **Gina Pipoli de Azambuja (Perú)**

PhD in Economy and Administration by the Deusto University in Spain, at the moment she is Vicedean of the school of businesses, and Director of the international area of the school of graduated at the Universidad del Pacifico. It has published five books on marketing research, corporative social responsibility, loyalty of mark and strategy and development of new products. She has 20 years of labor experience in companies like Cosapi S.A., The Chase Manhattan Bank and Xerox of Peru.

#### **Gina Pipoli de Azambuja**

Universidad del Pacifico  
<http://www.up.edu.pe/>  
Contact: [gipoli@up.edu.pe](mailto:gipoli@up.edu.pe)

### **Alejandro Flores Castro (Perú)**

PhD in Economy and Administration by the Deusto University in Spain. Dean of the school of graduated and senior instructor as the school of businesses at the Universidad del Pacifico. Investigator in the strategy areas, corporative social responsibility and development of new products. He has 20 years of labor experience in the banking branch.

#### **Alejandro Flores Castro**

Universidad del Pacifico  
<http://www.up.edu.pe/>  
Contact: [aflores@up.edu.pe](mailto:aflores@up.edu.pe)

[www.iajbs2007iteso.com](http://www.iajbs2007iteso.com) • e-mail: [foro2007iajbs@iteso.mx](mailto:foro2007iajbs@iteso.mx) • tel: (+52) 33 3669-3516  
Campus ITESO, Periférico Sur Manuel Gómez Morín #8585, CP 45090, Tlaquepaque, Jalisco, México



## **Social Model of Value Generation Based on University-Business Relationships in favor of the Poorest Communities**

Poverty in Latin-American Andean communities is generally attended by social programs promoted by central governments and by not governmental organizations (NGO's).

Nevertheless, understanding the problematic of the local situation as a subsystem of dynamical interaction among its members and institutions, the private company cannot avoid its preponderant role in society of generating a social impact by having its strategies aligned with the Corporate social responsibility principles responding, in this way, to the needs and claims of its different stakeholders to generate not only economic value but also social value in the influence area of the community where the company is located and has its productive activities.

Companies must interact with universities in order to generate certain dynamics with the local communities that will lead them to achieve, by their own effort and work, a major social well-being and quality of life, without having to wait for someone to help them or give them charity within the traditional model based on temporary assistance. The model that we raise bases on the organization of the people, specially of the craftsmen of the Andean communities, in order to organize them into associative schemes of work and develop their capacities and skills to achieve a more efficient working process and a better quality of products.

To make this model viable, it is needed that universities, in its role of developing craftsmen 's capacities for generating change in society, have to be the organisms that will coordinate by one hand with the communities and by the other hand with the private company. Hereby, university turns into the facilitator of the development of capacities, whereas the private company turns into the promoter of the model.

In this way, this process implies the formation of productive chains, across the training of leaders who will be in charge of promoting this process of association of the productive chain of the craftsmen of the Andean communities.