



Future theory for establishing a great place to work

Teoría del porvenir para establecer great place to work

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Abstract

The work of people towards a company represents rights and duties, but it should also be considered as a retribution of comfort and delivery in two ways so that both parties consider a fair treatment and meet the needs. This is why one of the indispensable factors in a work environment is to have a good working environment, adjustments, training, recognition and benefits that are part of the emotional salary that complements the economic compensation. Therefore, being a company recognized or certified nationally by GPTW generates an attraction in the market of personnel, better trained and with more developed skills and aptitudes for a more effective and efficient work, but is it really a company that internally generates satisfaction or sense of belonging in its collaborators?

Keywords: components; human capital, recognition, work environment, perception, sense of belonging.

Resumen

El trabajo de las personas hacia una empresa representa derechos y deberes, pero también debe ser considerado como un retribución de comodidad y entrega en doble vía para que las dos partes consideren un trato justo y que cumplan las necesidades. Es por esto por lo que uno de los factores indispensables en un ambiente laboral es tener un buen clima laboral, adecuaciones, capacitaciones, reconocimientos y beneficios que sean parte del salario emocional

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que complementa la compensación económica. Por lo anterior, ser una empresa reconocida o certificada a nivel nacional por GPTW genera una atracción en el mercado de personal, mayor capacitado y con habilidades y aptitudes más desarrolladas para una labor más eficaz y eficiente, pero ¿en realidad es una empresa que internamente genere la satisfacción o sensación de pertenencia en sus colaboradores?

Palabras clave: componentes; capital humano, reconocimiento, clima laboral, percepción, sentido de pertenencia.

Introduction

It is intended to generate a study of academic interest, to analyze, compare and check if there is transparency and clear understanding of the collaborators when answering surveys that seek to measure the favorability of a company against others in a competitive market. It is also intended to analyze that there are no internal pressures or situations that generate imposed results and a false visualization of what happens in the company.

This is a quantitative project of non-experimental design that focuses on the measurement of internal satisfaction of human capital within a company, which seeks to establish whether the results or the comparison of companies at the national level corresponds to the internal feeling of employees.

For the analysis of this research idea, the innovation processes established in the Oslo and Frascati manuals were taken into account, as well as the theory of human capital developed by Theodore Schultz and Gary Becker, and finally, the approach is based on Michael Porter's theory of competitiveness.

At present it is necessary to strengthen the image of the company from the perception of the labor market in which it develops, given the competitiveness that is generated by the various companies to obtain the services of the most competent human capital and with the most developed skills according to the required profile, which is why it is essential to understand the 3 concepts mentioned above

(innovation, competitiveness and human capital), to demonstrate its importance in business management.

The innovation process manages a flow of ideas and projects, from their conception to their scaling in the market, and is usually visualized as a group of phases. Through this process, trade choices are made that filter out the weaker ideas and projects and accelerate the superior ones to scaling. Globalization has made the same competitive resources available to any organization, so the need to find sources of advantage that are difficult for competitors to emulate has become imperative for organizational success. A new model of society is taking shape, which several authors call the "knowledge society" or the "Information Age", which has led companies to seek new management methods in which components such as constant learning, innovation and creativity have become decisive and critical resources for making companies more efficient and competitive.

In the face of these challenges and new challenges, human resources and their management have become one of the primary sources of sustainable competitive virtue in organizations. However, although the value of individuals in organizations has become evident in recent years, business enterprises have not yet paid enough attention to the problem of the effective management of their human resources, nor to the specific problem of how to make these resources more successful in their work in order to achieve a sustainable and lasting competitive virtue. For this reason, this paper intends to present several considerations on human resources as potential sources of competitive advantages for companies, as well as to examine fundamental points on the role of human resources management in the achievement of such advantages.

If we had to conceptualize business competitiveness in a few words, we could mention that being competitive is the ability of our company to do things better than its competitors, whether in terms of product, production, costs, quality, among others, so that it finally represents a virtue at the time of making our business more profitable. Competitiveness resolutions are different in each case and for each organization, so it is essential that we devote some time to identify what are the key components that have the possibility of leading us to achieve such differentiation and what tactics we will adopt to improve them. Do we have the ability to expand trade domestically

or internationally, does our product or service brings any added cost (quality, cost, customer service, among others) to those of the competition? Each one of these questions are not all the reflections that we must make in order to implement a strategy for the optimization of our competitiveness.

Given the above, Porvenir must be conceptualized in the labor market as a company with a high level of competitiveness and management of human resources or capital, since it is a company that in terms of national indicators has the largest number of members of a pension fund manager, with more than 13 million active accounts of members in mandatory pensions and a total of 3 thousand employees distributed in equal percentages of gender close to 50% of the hired population, with the highest percentage of gender equity in the labor market of pension funds.

Methodology

It should be noted that not all research using quantitative methods is intended to be experimental. Of course, quantitative research does not always seek or require examining the behavior of phenomena or events by manipulating deliberate changes in the variables that constitute them. With respect to the previous point, in quantitative research, variables are the key aspect, both for the development of a theoretical perspective and for the process of theory development. Framework and definitions of research method strategies. Therefore, variables also play an important role in defining the research design, whether experimental or not.

Therefore, because all stages of the research process are interrelated, research design using quantitative methods is closely related to both the problem-solving approach and the formulation of objectives and the depth or scope of the research.

Again, with respect to the above, it should be noted that selecting the most appropriate study design based on the research question and objectives requires a thorough review to ensure its internal consistency in order to achieve the desired results.

Results

Porvenir is not only a company that focuses on equal opportunities without excluding people based on their beliefs, level of studies, gender, race or any other comparison that it wishes to offer, but also generates efforts to keep its personnel integrated to the benefits that the company can offer, such as: continuous training programs or workshops and learning of office automation tools or virtual tools and concepts that help to facilitate the daily work management. Additionally, it generates economic benefits that are available with certain "clauses" of the labor contract that is handled to have housing subsidies, educational benefits for themselves and their children, and has "preferential" rates through the employee fund known as FESAP (Fondo de empleados Porvenir).

From the above mentioned, it is easy to intuit that it is a great company to work for and that most of the internal employees are satisfied with the daily management performed and feel a strong sense of belonging to the company, which is why Porvenir is ranked #1 in the national ranking according to the results obtained by the Great Place To Work (GPTW) 2022 surveys.

It is at this point where we must question the guarantees and transparency offered by the GPTW result, with the internal reality or the real feelings of employees towards the company.

A survey was made to 20 employees of the institution in order to understand the perception of the main factors such as the perception of the work environment in relation to salary, treatment by the leaders, projection and internal growth, among others.

In the general results 6 people (30% of the respondents) are satisfied, motivated and consider that they work in one of the best companies in Colombia, while the remaining 14 people (70% of the respondents) consider that there are many opportunities for improvement in relation to the internal treatment of the leaders, the workload and the economic rewards, but that they did not feel confident to give these results in surveys requested by the entity, since they consider that there may be a follow-up or validation of the answers that may affect even more the negative feelings in the daily work. They consider that

through constant follow-ups by the leaders and as an example of internal surveys of the areas, they can know the answers generated.

Conclusions

Given the above, we can deduce that although there are large entities dedicated to measuring the work climate of organizations in a specific market or in general, they do not transmit the certainty that the information provided will not be shared or provided to the company to review the answers.

Similarly, the pressure exerted by some of the companies on their collaborators with the intention of answering a survey that is free to decide whether to complete or not is not contemplated. Neither is the possibility of psychological pressure by area managers with the intention of obtaining biased results that allow good visibility in the market, but that will be detrimental to the company, since it is not as good as it is made known, the aspects that should be addressed are not improved and the human talent that enters new to the company clashes with the internal labor reality and is disappointed with the process.

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