The article aims to analyze how the policies of Corporate Social responsibility (CSR) influence on personal conduct and professional employees of the retail chain supermarket in the town of Lauro de Freitas-BAHIA-Brazil. The choice of supermarket network was defined by the emphasis given to social programs developed and disseminated by the companies in the retail industry. The survey takes an exploratory field study with, due to the number of publications dealing with incipient social responsibility within the supermarket retail. The instruments used were a questionnaire and a semi-structured interview, having as target employees. It is concluded that the CSR policies practiced by businessmen in the supermarket branch in the town of Lauro de Freitas-BA-Brazil on behalf of the employees need to be intensified, with deployment strategies that effectively enhance the initiatives adopted, i.e. we need to segment the network searched also invest in professional development, encourage and provide conditions for employees to advance in the profession and are trained and motivated to carry out their functions with quality.

Keywords: Collaborators, Company’s Social Responsibility, Supermarket Chain.
1 Introduction

The Social Responsibility theme has been getting considerable prominence in corporate environment and in the media as a whole. Regardless of their shed, the more important thing is that people, society and, above all, organizations are turning attention to the reality of the country and realizing that everyone must respond to a greater or lesser degree, by trying to improve their community, its surroundings, the environment, in short, of everything that surrounds it, this being thought somewhat different from the one that prevailed in the past in what was thought to be only the State entity that should ensure public welfare.

For the companies, the corporate social responsibility has been perceived as an additional strategy to keep or enlarge their profitability and to reinforce their development. This is explained due to the increase of the customer's awareness regarding to products and practices that bring benefits to the environment and the community.

Since the corporate social responsibility has been presented more and more as an important issue in the behavior of corporations and it put forth impacts in the objectives and strategies of companies, the proposal of this article is to present an abstract about the understanding of Social Responsibility and whether this practice can bring benefits of differentiation.

In Brazil, as everywhere, grows the understanding that social development requires the participation of new actors. It is, therefore, to seek partners outside of the State, that is, in society or, more specifically, in private companies and in the third sector. The event of this change of mind could already be noticed in business “Charter company Christian leader”, in 1965; but it was only in 1990 that companies have to worry about social actions in respect of the community, the environment and its own staff, mainly on the occasion of the Conference RIO-1992.

In this sense, the objective of this article is to analyze how policies of Corporate Social Responsibility CSR -impact on personal and professional conduct of employees in the retail supermarket branch, in the municipality of Lauro de Freitas – Bahia - Brazil. These supermarket networks have important presence felt by environmental partner programs implemented in the local community.

The problem that guided the study dealt with investigating which policies of practices of Social responsibility in the retail supermarket network of Lauro de Freitas - Bahia and how these impact on the conduct of the internal public. The problem had the following goals: identify and analyze the Social responsibility actions performed by the retail
supermarket network of Lauro de Freitas - Bahia - Brazil; analyze actions aimed at categories in their values and transparency; the internal public and the environment.

The article is organized as follows, in addition to this introductory character section, section 2 presents a review on corporate social responsibility; section 3 discusses the impact of corporate social responsibility in the conduct of internal stakeholders. Section 4 deals with the methodological procedures; in section 5 are presented the results found; section 6 deals with the findings of the study and lastly is presented the references cited in the article.

2 Company social responsibility: Definitions and application on the business

For Ashley (2003), in the contemporary context, the business scenario faces Social responsibility as an innovation strategy to increase your profit and foster its development, valuing ethical own citizenship. Thus, the more employees and managers to have awareness, more able to exercise citizenship. More will also be a requirement for the practice of CSR actions, and for the development, by the company, competitive business tactics that are socially appropriate, economically viable and environmentally sustainable.

In this way, Melo Neto and Froes (2001) feature targeting actions in favor of the community and not of society, decreasing the risks of mobilization, awareness and social participation in the highest degree. For this, submission economic rationality and social paradox dual the examples of social rationality that creates new jobs, strengthens the company's links with the community and appreciates the moral, ethical and social capital.

Studies done by Carrol (1991) point out that the CRS policies of enterprises should be formulated and implemented with goals and social programs, in addition to adding the ethics in political decision-making and actions. For the Ethos Institute (2000), the practice of Social Responsibility is revealed internally in the composition of a healthy work environment and conducive to professional fulfillment.

3 The content of company social responsibility in the conduct of the internal public: The contributor

The corporate world is facing the notion of Corporate Social Responsibility (CSR) wherever it turns these days. On a wide range of issues corporations are encouraged to behave socially responsibly (Welford and Frost, 2006; Engle, 2006). However, in both the corporate and the academic world there is uncertainty as to how CSR should be defined. Some go as far as saying ‘We have looked for a definition and basically there isn’t one’ (Jackson and Hawker, 2001).
Corporate social responsibility is understood, according to this discourse, as a way to conduct the business of the company in such a way that makes partner and jointly responsible for social development. A socially responsible company is one that has the ability to listen to the interests of the various parties (shareholders, employees, service providers, suppliers, consumers, community, government and the environment) and able to incorporate them in planning their activities, seeking to meet the demands of everyone and not just the shareholders or owners (Ethos Institute, 2002).

Oliveira (2008) emphasizes that investing in internal public means higher commitment, motivation and, consequently, higher productivity because employees become company partners on social issues, becoming more tolerant, co-operative, altruistic, participatory, motivated and safe, and tend to act as spokespeople for the company's positive in society.

At the level of discourse explained, taking a socially responsible attitude means therefore company does not restrict its economic function, passing the function guided by ethics corporate social responsibility. Thus, in a socially responsible company, the mechanism of appropriating the economic surplus does not benefit shareholders and uniquely owners, but extends to other stakeholders (Srou, 1998).

On the other hand, Penalva and Quellas (2009, p. 8) characteristics of shares responsibility for the internal public. The increased productivity is appointed as a result of the application of CSR, as Ashley (2002), by promoting improvement in the quality of working life, greater social integration of the employee and his family and with the community, reducing the rate of absenteeism, increased employee motivation and enhanced creativity and innovation at work.

Passos, Leal and Carvalho (2009) come to reaffirm that, to assume a posture committed to Corporate Social Responsibility, entrepreneurs become agents of profound cultural change, contributing to the construction of a more egalitarian society. In the view of these authors, much can be accomplished, from punctual actions vis-à-vis the urgent need, even those that cover a wide persuasion, as, for example, encouraging political debate and participatory management with forums and meetings with purpose of strengthening democracy and social integrity.

The organization of work must offer workers the opportunity to accomplish something that has meaning, practice and develop their skills, to exercise their judgment and their free will, to see the evolution of their performances and to adjust (Morin, 2001).

4 Methodological procedures
The research takes an exploratory character, due to incipient number of publications dealing with Corporate Social responsibility in the retail supermarket chains. The instruments used were the questionnaire and semi-structured interview, having as target group employees. Bibliographic search was carried out for the study of urban sprawl, local economic growth and the growth of the retail supermarket, through a set of primary sources.

Began research in this category with the issue trying to identify if the respondent had knowledge of the existence of a code of ethics in the company. It was recorded that 11% of respondents said they agree totally, 31% agreed, 23% declared themselves indifferent, 31% disagreed, and 3% completely disagreed. In relation to this code of ethics, 6% know him fully, 34% know, 37% are indifferent and 23% are unaware there is a code of ethics.

On the issue of encouraging the participation of all those involved with business and transparent management practices, 46% do not feel encouraged, 31% are indifferent, 14% feel encouraged and 9% feel totally encouraged. For the analysis of responses to the interview: “You know clearly the rules of conduct of the company? Find important to obey the rules of ethical conduct? Why?” were evaluated interviewees’ recorded speeches, framed in the analysis category values and transparency.

According to the account of the respondents, the company gives knowledge of the rules of ethical conduct in a number of ways:

✓ C2: “Through lecture, group integration”. “Think good, but not all follow.”
✓ C3: “I read through the experience of work”. “The key to good customer service”.
✓ C4: “Through the dialogue of employer and employee”. “Necessary for good performance”.

In this category, the evidence submitted demonstrated that the forms adopted to inform employees of the rules of ethical conduct in some circumstances: informally, in dialogues between members, or between employer and employees; formally and collectively, in the integration of the Group; to a lesser extent, in the daily work routine. However, it is necessary to note that all subjects are somehow important to comply with the rules of conduct.

4.1 Internal public

The analysis of the question on the participation of employees in the program of encouragement to suggestions for improving internal processes had as outcome: 43% participating fully, 40%, 11% are indifferent and 6% did not participate, because they did not consider it to be an incentive for suggestions for improvement of the internal processes. It might even say that 3% totally agree, 26% agree, 14% are indifferent and 57% disagreed that the company has a network of internal communication, so that everyone has free access to management practices, information, programs, etc.
Of the respondents, 37% do not receive full support for the continuation of schooling, 48% did not receive support, 6% are indifferent and 9% receive support to schooling. As for the satisfaction of needs of employees such as health and education, in turn, 3% totally agree, 6% agree, 43% are indifferent and 48% disagree that the company is attentive to these needs.

When it comes to the actions of Social Responsibility on the part of the company, 3% totally agree, 14% agree 31% are indifferent and 51% did not agree that are held and stimulated Social responsibility actions. This reading comes into conflict, however, when questioned on the positive image of the company for Social responsibility actions in the region of Lauro de Freitas: 31% agree totally, 37% agree, 20% are indifferent and 11% did not see this positive image.

On the question of the existence of incentives for employees to participate in social projects, that 20% feel stimulated, 40% are indifferent and 40% do not feel encouraged to participate in social projects.

The opportunity for growth and professional development at work is viewed by 63% (fully agree and agree). The other, 6% are indifferent; 29% do not see and 2% totally not see opportunity for growth and development.

In the opinion of the respondents (fully agree and agree) when they were hired, the company offered opportunity to wave the 94% of the residents of the surrounding community. In addition, 6% are indifferent. There is none of the non-employed community. For the analysis of matter composed of interview “Do you think that the company encourages Social responsibility actions? You are involved in those actions? How and why? Were the speeches of the respondents registered in the category of Internal Public analysis? Before the reports of respondents, the company encourages Social responsibility actions, but there are different perceptions about the actions of CRS:

✓ C5: “Helping the community and institutions”. “Distributions of basic baskets, toys for children”. “Yes, good interaction between bosses and employees.”.

✓ C6: “Yes, as social responsibility offers employment to many people”. “Fully no but is progressing.” “No.”.

✓ C11: “I know. Recycling, donations. They recycle cardboard and cell phone battery”. “Yes, because it is responsible for customers and employees.” “Yes.”.

✓ C12: “Yes. It is committed themselves with the problems of the community. Help in activities.” “Yes, because it helps the community, donated materials for construction”. “Yes, because it helps to keep my family.”

4.2 Environment
The questionnaires, with respect to the development of environmental education and awareness of their audiences of interest (employees, communities, customers, suppliers, etc.), have generated the following results: 6% agree with the existence of environmental awareness, 20% are indifferent and 74% disagree that the company develops awareness and environmental education. The internal action taken to minimize damage to the environment, such as the practice of selective collection of garbage and domestic waste, reuse was considered by 6% of employees as fully realized. For 54%, however, it was not performed; for 9%, i.e. indifferent; 31%, finally, disagree that there is realization of any internal action in this sense. The issue about the company offering the consumer the alternative of using packaging with less environmental impact, 80% of respondents agree or totally agree with package offer, 9% are indifferent and 11% did not agree that company offers consumers the possibility of using packaging with less environmental impact.

In relation to selective collection based on enterprise learning, 6% practice entirely selective, 37% practice selective collection, 20% are indifferent to this issue and 37% do not practice selective based on learning in the company. The CRS actions take 6% to reflect fully on their personal conduct in relation to other individuals and to the environment; still, 20% reflect on the matter, 31% are indifferent and 43% do not reflect on their personal conduct in relation to other individuals and to the environment.

It was noticed by the answers of the interviewees, that 6% fully adopted in their personal practice routine associated with the company's sustainability policies, 3% have adopted the practice, 34% are indifferent and 57% do not have new personal practices associated with the company's sustainability policies.

To analyze the issue of interview “You took some practice environmentally responsible in your personal routine? Which practice(s)?” The speeches were of the respondents registered in the category of Environmental analysis.

With the reports of respondents can be inferred that the environmental practice is applied by some in personal routine. However, it can be seen in the testimonials that the respondents' actions go beyond a simple garbage collection:

✓ C3: “Separation of recyclable waste. I also recycle, plant trees, do maintenance in green areas”.
✓ C4: “Do not throw trash in the streets, I separate the recyclables.”
✓ C7: “Avoid food waste and save energy, water and waste recycling.”
✓ C8: “Aware the community to reduce the use of plastic bags.” “Separate recyclable materials.”
✓ C10: “Not having food waste and recyclable packaging search.”
On the question of the Environment category, the reports of respondents show that environmental awareness actions are used in personal life, since the selective collection and recycling of packaging waste, food disposal and energy saving.

It can be observed that the data presented showed that each category has some questions answered more expressively than others, such as, for example, the analysis of values and transparency under the perception of employees that need to be expanded in terms of encouraging participation in the business and practice of transparent management, since 46% are not encouraged, against 23% of employees who feel involved directly or indirectly in participation.

The strong point of category of values and transparency is represented by 83% of respondents, who agree that the supermarket network supports that employees are aware of their rights through the Union.

On the issue of education for the professional development of internal public supermarket network, it was possible to observe that 85% of respondents do not have support for schooling.

On strategic management of supermarkets, socio-environmental responsibility is vital for the positive image next to the local community; However, the network “X” has 74% of employees who disagreed that the company develop environmental awareness policy and only 26% of employees claim taken to reflect upon their conduct in relation to the environment. The potential of the environmental category was made explicit when it realized that 80% of the respondents agree with the offer of packages with less environmental impact.

5 Research results

The survey results demonstrate that not all issues of CRS - referring to the categories values and transparency, internal public and environment - have a practical impact on personal and professional conduct of employees of the network “X” supermarket. In parsed, the values that guide their practices are organized into a code of it, but this would need to be disclosed officially at trainings, courses, group dynamics, etc. The employees interviewed have informal knowledge, through dialogue between colleagues and bosses and in the practices of the daily routine of their duties. According to Chaves (2006), Daineze (2004) and Harrison (2005), ethical issues of a company will not be solved by good intentions or the elaboration of rules, but by reflection and commitment of the leaders, so that this way of viewing the work is internalized in the other levels of the organization.

On participatory management, participation, as the name indicates, is part of the socially responsible actions and needs to be encouraged in the internal public. According to
Schuster, Carpenter and Kane (1997), is a matter of survival for the organization that people are informed and motivated, have precise and comprehensive vision and common language to be able to significantly influence the achievement of business. The analysis shown in “X” supermarket network reveals that only 23% feel partly or fully encouraged the participation in business, against 46 percent who do not feel encouraged to participate in the management of the business.

As regards the transparency of information on working conditions provided by the syndicate within the workplace, the result of “X” supermarket network shows that 83% of employees agree or totally agree.

According to Passos, Leal and Carvalho (2009) and Xavier and Maranhão (2010), socially responsible actions are those practiced by companies engaged in democratic management in which employees are encouraged to participate in the challenges experienced by them in different ways. This management model is also to support and encourage employees to have knowledge about their rights via syndicate, as well as to participate in activities promoted by the unions of its category.

On issues related to internal public category, was to investigate the employees’ opinion about knowledge and involvement in the practices of Social responsibility. On the network “X” supermarket, the employees see the socially responsible actions with greater emphasis on local community, following the example of donations of food, building materials, institutional partnerships. However, there are minimum social actions involving its internal public in improving the quality of life.

Still react sporadically, mostly represented by 85%, the absence of supporting or carrying out social programs geared towards the education of its employees, as well as the lack of attention to needs such as health and education. According to Neto and Froes (2001), the main Internal Social responsibility actions practiced by the companies are investing in the well-being of employees and their families and the internal qualification programs, such as training and workshops.

The social action that resonated more positively in relation to internal public was the employment opportunity, which favors the socioeconomic growth of the municipality. In this sense, a part of Social responsibility is inherent in social functions, such as generation of employment, return on capital and comply with the legislation. The results of the network “X” supermarket showed that 94% of employees who live in the local community.

The data of the Environment category in the segment reviewed, show that the supermarket network has intensified sustainability actions, opting for strategies based on valorisation of environmental, social and economic resources and in reducing the impact of consumption and disposal processes.
This type of action can be seen when one notes that 54% of employees carrying out the practice of selective collection of garbage and internal reuse of waste, as a form of protection for damage to the environment, and that 80% of respondents agree that the company offers for sale to the ultimate consumer the use of packages with less impact on the environment.

Therefore, the study of “X” supermarket network in the categories surveyed did realize that their practices may be deemed socially responsible actions towards the internal public, the developer, considered greater company and heritage that is involved in the whole production chain, from the supplier to the end consumer, besides being crucial in the development of the company in its relations with the environment and their values and transparency.

6 Conclusion

The analysis of this article had as objective to present the impact of Corporate Social responsibility policies on personal conduct and professional employees of the supermarket network of Lauro de Freitas – Bahia - Brazil. However, the results presented in this research are not definitive for the retail branch of the supermarket.

It is noted that organizations are, in fact, socially responsible practices and committed to improving the quality of life and the reduction of social inequalities. The companies surveyed have an important role in this context, which will be playing its socioeconomic role alongside other strategic business functions.

It is said that the existence of an organization is when people are able to communicate with each other, that are willing to contribute with its action and to achieve a common purpose. However, for this to work in organizations, it is necessary that the system composed of activities carried out by the human beings have their coordinated efforts by different people.

On the network “X”, large retail supermarket chains in the region of Lauro de Freitas - BA, it was observed that, in its strategic planning, the CSR actions have contributed to the implementation of policies of valorization of the employees and their families. The company seeks the diversification of suppliers and the development of regional or local producers, acting in Community action program, giving priority to local workers in the generation of direct and indirect job losses and managing relationship programs with their employees.

This way, it is concluded that Corporate Social responsibility policies are restricted to the management of community social actions, which are disseminated via the supermarket network advertising as a form of promotion to keep the credibility of its positive image in the region. This network segment must be searched also invest in training, encourage
and provide conditions for employees to progress in the profession and are trained and motivated to accomplish their tasks with quality.

On the other hand, realize that socially responsible actions should not only focus on and engage the community surrounding foreign supermarkets, it is essential to preserve and to invest in improving the quality of life of internal public and increase environmental awareness. To collaborators, the trajectory is no different, either through the expansion of formal schooling level, either through greater awareness of social issues, in addition to remuneration. In this context, trade unions and institutions representing the interests of the segment are essential.

It is concluded that the representation and approximation of the retailer with your internal and external audiences in the region that acts, influences in the local community. The commitment to social policies, cultural and/or environmental condition is vital to Corporate Social responsibility becomes, increasingly, in the strategic planning of sustainable actions.

References