

La cohesión social en la industria maquiladora en la ciudad de Durango, México

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*La cohésion sociale dans l'industrie maquiladora dans la ville de Durango,
Mexique*

Coesão social na indústria da maquila na cidade de Durango, no México

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Resumen

El objetivo del presente estudio se centra en realizar un estudio descriptivo que permita diagnosticar cuál es la dimensión de la cohesión social que se presenta con mayor frecuencia e intensidad en las maquiladoras armadoras de arneses eléctricos de la ciudad de Durango. Para así, plantear la hipótesis siguiente: la dimensión de la cohesión social preponderante en las empresas estudiadas es la relativa al compromiso normativo.

Para lograrlo se utilizó un cuestionario desarrollado y validado por Cano, Villarreal, Villarreal, Gómez y Gurrola (2013), y para dar certeza estadística a los resultados obtenidos se empleó la prueba de Friedman, la cual es una prueba no paramétrica, utilizada por la naturaleza de los datos, que no permite el empleo de técnicas paramétricas. Los hallazgos sugieren que la dimensión “responsabilidad social”, que se deriva de la percepción que los trabajadores tienen acerca de su relación con la empresa, ésta se presenta con mayor preponderancia en las empresas bajo estudio, con lo cual la hipótesis planteada acerca de la preponderancia de la dimensión “compromiso normativo” se rechaza.

Palabras clave: cohesión social, responsabilidad social, industria maquiladora.

Abstract

The objective of this study is to conduct a descriptive study to diagnose what is the dimension of social cohesion that occurs most frequently and intensively in the maquiladoras assembling electric harnesses of the City of Durango, posing the hypothesis that the predominant social cohesion dimension in the companies studied is related to the normative commitment.

To achieve this, a questionnaire developed and validated by Cano, Villarreal, Villarreal, Gómez and Gurrola (2013) was used and to give statistical certainty to the results obtained,



the Friedman test was used, which is a non-parametric test used by nature of the data, which does not allow the use of parametric techniques. The findings suggest that the dimension "social responsibility", which is derived from the perception that workers have about their relationship with the company, is the one that occurs with greater preponderance in the companies under study, with which the hypothesis proposed about of the preponderance of the dimension "normative commitment" is rejected.

Key words: social cohesion, maquiladora (draw back) industry, auto parts sector.

Résumé

L'objectif de cette étude est de mener une étude descriptive pour diagnostiquer quelle est la dimension de cohésion sociale la plus fréquente et la plus intense dans les maquiladoras assemblant des harnais électriques de la ville de Durango, en faisant l'hypothèse que la dimension prédominante de la cohésion sociale dans les entreprises étudiées est liée à l'engagement normatif.

Pour ce faire, un questionnaire développé et validé par Cano, Villarreal, Villarreal, Gómez et Gurrola (2013) a été utilisé et pour donner une certitude statistique aux résultats obtenus, le test de Friedman a été utilisé, un test non paramétrique utilisé par la nature des données, ce qui ne permet pas l'utilisation de techniques paramétriques. Les résultats suggèrent que la dimension "responsabilité sociale", qui est dérivée de la perception que les travailleurs ont de leur relation avec l'entreprise, est celle qui se produit avec une plus grande prépondérance dans les entreprises étudiées, avec laquelle l'hypothèse proposée de la prépondérance de la dimension «engagement normatif» est rejetée.

Mots-clés: cohésion sociale, l'industrie maquiladora, secteur Autoparts.



Resumo

O objetivo deste estudo é realizar um estudo descritivo para diagnosticar qual é a dimensão da coesão social que ocorre com maior frequência e intensidade na montagem maquiladoras dos arneses da cidade de Durango. Para fazer isso, crie a hipótese de que A dimensão da coesão social prevalecente nas empresas estudadas está relacionada ao compromisso normativo.

Para conseguir isso, utilizou-se um questionário desenvolvido e validado por Cano, Villarreal, Villarreal, Gómez e Gurrola (2013), e para dar certeza estatística dos resultados obtidos, foi utilizado o teste de Friedman, que é um teste não-paramétrico, usado pelo natureza dos dados, o que não permite o uso de técnicas paramétricas. Os achados sugerem que a dimensão "responsabilidade social", derivada da percepção que os trabalhadores têm de relação com a empresa, é apresentada com maior preponderância nas empresas em estudo, com as quais a hipótese levantada sobre a preponderância da dimensão "compromisso normativo" é rejeitado.

Palavras-chave: coesão social, responsabilidade social, indústria maquiladora.

Clasificación JEL: M14 (cultura corporativa, responsabilidad social corporativa)

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Introduction

The objective of the present research is to carry out an exploratory study to diagnose and analyze the degree of social cohesion existing in the assembly maquiladoras of harnesses in the city of Durango, as well as to determine which dimension of cohesion occurs with greater preponderance in the company studied. .



In recent years, the nations of the world have undergone profound processes of economic, social and political transformation, which unfortunately have made the nations that have capitals become richer and more powerful, while the countries without economic resources are now increasingly helpless

As explained by Ghirardi (2009), the opening of markets, the deregulation of economies, the indiscriminate privatization of public enterprises, the unplanned decentralization of functions to provinces and local governments triggered a marked inequality accompanied by the concentration of wealth in small sectors of society.

On the other hand, the increase in unemployment and the fall in income due to the loss of the purchasing power of salaries can not be hidden in developing countries, with their logical results of the increase in poverty, inequality and exclusion of workers. more destitute, a situation that shows that economic growth is far from being synonymous with social development.

From the above there are two factors that are worth highlighting: the lack of satisfaction of human needs as a result of the economic situation and the lack of social cohesion that prevents the fulfillment of social or organizational objectives. Regarding the satisfaction of the human needs of workers Quintero (2012), lists the physical security and have a job that generates an adequate income to live, as well as the right to health, as the main desires of the workers. While, for Somarriba, Ramos, Merino and Negro (2010), the intrinsic quality of employment is one of the most important dimensions in determining the general level of quality of employment, and has a great psychological impact on the worker's peace of mind.

Regarding the lack of social cohesion, this factor is reflected because, unfortunately, unemployment and the lack of job options that meet the expectations of workers and the subsequent lack of motivation have an impact on this factor.



The results of the social cohesion will be reflected in the sense of belonging of the employees towards the organization, which leads to a more efficient performance in the quality of the activities developed, allowing with all this the achievement of objectives within the organization. Figure 1 allows to graphically visualize the consequence of social cohesion in an organization.

Figure 1. El impacto de la cohesión social en el cumplimiento de objetivos.



Fuente: Adaptado de Somarriba, Ramos, Merino y Negro (2010).

In countries where employment opportunities are scarce, maquiladoras are presented as an alternative that remedies this endemic disease; A maquiladora, according to Integration Point (2012), is a place where industrial or service processes are carried out for the modifications, alterations or repair of previously imported goods, and then be exported when the process has concluded.

From the labor point of view, they become an important source of employment, since they usually hire practically anyone who wants to work. However, one of the complaints heard frequently in these companies are the salaries they offer, where the minimum wage is generally paid, the above creates a problem, as it results in high rates of turnover and absenteeism, which affect the levels of productivity in companies (Robbins and Judge, 2013), with very few people remaining in their jobs after the first month.



The National Council of the Maquiladora and Export Manufacturing Industry (2015), indicates that this industry represents more than 80% of the labor force in the export industry, as it hires more than 2, 250,000 workers, besides generating important currencies and thus it attracts foreign direct investment.

The jobs created by this sector in Durango to November 2014 according to IMMEX (2014), amounted to a little more than 37,000 positions. Due to the aforementioned the National Council of the Maquiladora and Export Manufacturing Industry (2015), recognizes the importance of the maquiladora activity, since it contributes with a significant number of permanent jobs, besides allowing the country and Durango in particular to achieve a development technology, in addition to having a growing participation in international markets.

In contrast to the above, the low salaries paid in these places and the intense days of work, which as a consequence generate a high turnover rate in their operative levels, and in general, as Castilla y Torres (2006) affirm, think of the maquiladoras as places where the work climate is arid, and as a consequence it is questioned whether a maquiladora company can generate social cohesion.

Derived from the above, the following research objective emerged, together with the work hypothesis and the corresponding research question.

Objective of the investigation

The objective of this study is to conduct an exploratory study to diagnose the dimension of social cohesion that occurs most frequently in the assembly maquiladoras of electric harnesses in the city of Durango.



Research question

What dimension of social cohesion appears with greater preponderance in the assembly maquiladoras of electrical harnesses in the city of Durango?

Research hypothesis

The dimension of normative commitment is the one that appears with greater frequency and intensity in the maquiladoras of the city of Durango.

Next, the theoretical foundation of the work will be exposed in the literature review.

Literature review

Every individual is part of a society within which he is part of different groups, such as family, school, work and other types of organizations. However, a good level of cohesion in these organizations is not always achieved, which leads the individual to a state of dissatisfaction due to their situation within each group to which they belong. However, the problem is not limited to social cohesion between groups. In general, the lack of social cohesion is a problem present in many societies as a result of various factors, among which we can mention globalization and the effects generated from this economic phenomenon.

This research highlights the importance of analyzing the role of this problem in the performance of individuals, as well as its impact on the achievement of objectives. As the literature on the subject points out, at present social cohesion is a problem and one of the main concerns of both governments and organizations (Biffarello, 2009) and because of this it has been defined as a project whose main objective is to create the institutional conditions necessary to promote equality of rights and opportunities, especially in the social strata traditionally repressed or prevented from accessing collective resources (Yerga, 2009).



According to Sainz (2009), the existence of social cohesion presupposes the reduction of social gaps, the generation of a shared vision of territorial model among the main actors and citizen sectors; the capacity of organization and action of a territory to face its own economic, social, political-democratic and sustainability challenges as a key element for endogenous development, the recognition of the differences between groups and people as a positive and enriching value of social ties and the development of strong social relationships in diverse environments, among which work, schools and neighborhoods can be mentioned.

On the other hand, Ghirardi (2009), talks about the consequences of the lack of social cohesion, mentioning the concentration of wealth in small sectors of society, the increase in unemployment, the fall in income and the purchasing power of wages with its logical correlates of growth of poverty, inequality and exclusion. According to this, the economic situation of individuals is a factor that influences the lack of social cohesion, poverty being a problem that blocks the potential for economic, social and human development in cities, regions and countries, generating inequality.

In this regard, Ghirardi (2009) explains that the inequality generated as a result of situations of poverty is an invasive phenomenon that avoids the presence of social cohesion and that characterizes every aspect of life: such as access to education, health, public services, access to land, financing of formal credit and labor markets and participation and political influence. The previous list can include social needs, which are always changing, progressive and increasingly complex. In order to face these social needs and challenges, representative government is not enough, collaboration between public and private actors is necessary, with greater responsibilities in each challenge, and the involvement of important sectors of the citizenry (Pascual, 2009).

Given the consequences of the lack of social cohesion, Lahosa (2009) explains that faced with an urban reality marked by a new context, both globally and in the changes in the social structures of cities, there are challenges to face in order to achieve a satisfactory social cohesion, such as: the increase in immigration, new social uses in the public space,



diversification of family models, increase in life expectancy, changes in the economic cycle and difficulties in accessing the labor market, among others.

For its part, Palma (2008) delves into the problem of access to the labor market, explaining that over time the structure of the demand for work has changed dramatically, causing that also alter the labor markets themselves. The same author continues explaining that the new reality is that jobs are shorter or more unstable, which, together with the different types of contracts or the lack thereof, fragments the labor market, generating segmentation and non-cohesion. the importance of "security" is highlighted as an essential common good, specifically employment security, which is a source of protection and at the same time protects the generation of income from such employment. (Palma, 2008).

Similarly, Ishikawa (2004) also talks about the labor market, although he refers to the perception of workers towards their jobs. The author was interested in changing the way people think about their work, since a positive attitude towards work has a positive effect on the sense of belonging, efficiency in the performance of work and the achievement of business objectives. The existence of social cohesion can influence the perception of workers towards their daily tasks.

Faced with the growth of the labor force in the maquiladora industry, the analysis of the conditions in which internal relations between individuals within the organization are found, determining their degree of social cohesion becomes essential, since, as established by the theory on subject, a cohesive society allows its members to generate a better coordination of their activities, a strengthening of their capacities and the empowerment of the people, leading them to the achievement of their objectives and sustained social development.

In his analysis, Vásquez (2008), collects three variants of the concept of social cohesion:

- a) Social cohesion can be defined as "yearning for community".
- b) Concept similar to equity, social inclusion and welfare.
- c) Cohesion as the degree of consensus among the members of a social group with respect to their belonging to a common project or space.

According to Sainz (2009), social cohesion can be understood as the strengthening of the capacity of organization and action of cities, of the talent of the main actors and sectors of citizenship, of citizen empowerment, in order to achieve sustained social development and sustainable. According to Grynszpan and López (2007), social cohesion is made up of components that potentially make up the same body and the force of attraction that makes them join. It involves individuals potentially members of a politically constituted community, requiring "forces of attraction" around a common goal.

For the purposes of this work, based on the definitions of past authors, we propose to define social cohesion as the perception of the members of an organization of belonging, community and identity with it, whose presence positively influences the sense of equity and well-being, generating stability and making the staff feel accepted and united.

The previous definitions show that a vision of social cohesion persists that is closely linked to income and exclusion as the opposite of integration in an economic system, leaving aside other aspects such as territorial and cultural. Given this, Yerga (2009), believes that perhaps this is the reason why there is a consensus about the precariousness that implies the lack of social cohesion.

According to Sainz (2009), in conceptual terms social cohesion presupposes seven main factors, which are listed below:

1. The reduction of social gaps and a social orientation of public spending.
2. The existence of a shared vision of a model of territory among the main actors and citizen sectors.
3. The presence of a feeling of attachment, flexible and open to change.
4. The citizen capacity of organization and action of a territory to face its own economic, social, political-democratic and sustainability challenges.
5. The recognition of differences between groups and people (not inequalities) as a positive and enriching value of social ties.
6. The development of strong social relationships in diverse environments: work, schools, neighborhoods.
7. The guarantee of providing equal opportunities to all people so that they can develop a dignified and autonomous life.

On the other hand, Rimez (2009), explains that from a conceptual point of view, the cohesion should not be reduced to other concepts belonging to its own semantic universe, as are the concepts of integration or social inclusion, which refers to a limited issue such as the relative access of certain groups to social resources and / or the welfare that results from them, as well as the perceptions of individuals or groups, based on the above, of their relative position within the social order. While social cohesion expresses something broader and more complex regarding the ability of a society to satisfactorily manage the coexistence of individuals and groups within it.

From the above it follows that the analytical opposition to social cohesion is not social exclusion¹ but the social disintegration or anomie, which are systemic phenomena that involve society as a whole. According to this, social cohesion does not necessarily mean lack of social exclusion, nor is it the antonym of poverty, since a society can be very poor and at the same time very cohesive, so that economic development does not necessarily generate

¹Castells (1998, citado por Gomá y Godás, 2009) define exclusión social como el proceso por el que determinadas personas y grupos ven sistemáticamente bloqueado su acceso a posiciones que les permitirían una subsistencia autónoma, dentro del marco social en el que se desenvuelven.

social cohesion. According to Rimez (2009), development processes can break the traditional links that guarantee cohesion within a society.

According to Biffarello (2009), at the present time social cohesion is a problem and one of the main concerns of governments and organizations, after a time when the destruction of the National States and the promotion of the privatization of social relations They will show their terrible effects in terms of social fragmentation. However, it is noteworthy that social cohesion is not only the task of the Government and civil society, it is a collective challenge. For social cohesion to occur, individuals, potentially shared objectives and institutions that have the necessary incentives to achieve the objectives are needed.².

On the other hand, referring to the problems to face to achieve social cohesion, Biffarello (2009) points out that in Latin America the main problem related to social cohesion is inequality, since despite economic growth it has been increasing in the last decades, so that society suffers the consequences of the concentration of wealth in terms of segmentation and social deprivation. The same author explains that a cohesive society needs, at least, macroeconomic balance and stability, and that this situation has an effect on the daily life of society.

Iracheta (2009) explains that social cohesion is a phenomenon marked by the concrete socioeconomic conditions of development faced by each community, so that, the higher the quality of life and the less social inequality, the possibilities of social cohesion increase and vice versa, and the gap in the distribution of wealth and opportunities deepens, the fewer possibilities for communities to integrate, since in this case the low level of economic capacity causes more isolation and social and spatial fragmentation.

² Para fines de la presente investigación se plantean como requisitos para el desarrollo: 1. Trabajadores; 2. Objetivos; 3. Empresas (maquiladoras).

However, strategies and policies are still being sought to face the problem of cohesion in societies and organizations. To this end, the European Council, in 2004, proposed a four-pillar strategy for social cohesion. These pillars are:

1. The idea of shared responsibility crossing public and private spheres.
2. Legal recognition, individual rights have to be accompanied by a set of political processes that weave economic growth together with human wellbeing and sustainable development.
3. Active reintegration of vulnerable groups.
4. Highlight the positive impacts of the underlying values of cohesive societies, with responsible implementation of public action (Beumer, 2010).

Social cohesion is an approach that incorporates the ideas of integrality, social development, economic development and political development of societies, which requires social equality (redistribution of social opportunities); the construction of social networks, solidarity and social capital; quality and legitimacy of the institutions; and human development, personal growth and collective growth (Nogué, 2009).

According to the above, economic policies should aim at human development and its coexistence: social cohesion. Democratic political action must generate inclusive societies in which both the material requirements of existence and those relating to the social link that confer vital security are combined, as well as linking social diversity and the right to difference with the promotion of social equality in society. access to basic goods and resources, including civic, political and social rights (Gomá and Godás, 2009).

On the other hand, when speaking of social cohesion referring to the person, Putnam (quoted by Stoker, 2016) comments that social cohesion has a great acceptance, which allows to obtain and predict the behavioral indicators in each one of the structures of the society, which generates a better acceptance of the people with the achievement of the objectives. If in a vision of human development the person is considered the true center of growth,



incorporating social cohesion as one of the main objectives, according to Azcueta (2009), it is clear that a model of a person with a certain scale of values, so that the UNESCO proposal becomes appropriate³ to deepen relationships with oneself, with others and with the social environment.

Social inclusion, participation and the empowerment of people are key aspects that constitute the basis of social cohesion and human development (Nogué, 2009). However, it is noteworthy that, although there is social cohesion, this will not be given equally in each group to which individuals belong, such as family or work, since each group involves different factors (such as values, people, objectives, etc.), so it is necessary to have commitment to achieve the objectives in each of the parties.

Social cohesion in the private sector generates a great social responsibility because it deals to a great extent with the generation of employment and the protection of it. Starting from the aforementioned elements of social cohesion (individuals, objectives and institutions), the fact that the modern company also complies with these elements, and that also plays an important role in the world economic system, is highlighted. its importance at a social and economic level.

The measurement of social cohesion is complex, because this phenomenon is largely the result of historical, political and socioeconomic processes, there being an inexhaustible range of indicators that could be used for this purpose (Grynspan and López, 2007). In addition, companies tend to evolve through the changes generated by life itself, so they are constantly moving and should not be excluded from being constantly updated. In this regard, Huntington (2001) explains that companies change with the emergence of globalization, and become competitive, and this effect ends up affecting society itself, both in the public and private sectors, and is an important factor for development. adequate of institutions and society.

³ Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura, por sus siglas en español.



The general, the institutional quality is a source of social cohesion and has an important influence in its strengthening. Biffarello (2009), explains that when there is institutional quality, social ties are favored and associative networks are strengthened. On the other hand, when the institutional quality declines, a fragmented and particularistic society is generated. These are often invisible processes, sustained over time and often naturalized by society itself, which does not perceive daily what are the benefits that a different alternative could provide. A low social cohesion emerges from a situation with low institutional quality. Biffarello (2009), highlights the importance of the responsibility of the public sector and civil society in the achievement of social cohesion, however, emphasizes that this also corresponds to the private sector and its action with social responsibility.

Although companies have profits as one of their main objectives, this does not imply that the economic benefits are the only engine that drives business activity, since there are other factors that are important for the operation of companies, such as impact they have on society (Huntington, 2001). Regarding this, Biffarello (2009) explains that the responsibility that is demanded by social cohesion to the private sector is linked mainly to the generation of decent work and the protection of jobs in the face of the destruction of employment, so that the Corporate social responsibility is first demonstrated with the workers themselves and with the care of the environment.

On the other hand, the improvement of quality and labor productivity are one of the general objectives in the employment guidelines, along with full employment and social cohesion. The intrinsic quality of employment is considered one of the most important dimensions in determining the level of quality of employment, where the aforementioned perception of the employee in relation to the work he performs becomes relevant. In this sense, Somarriba, Ramos, Merino and Negro (2010) explain that the work, apart from its economic and social dimensions, also has a marked psychological character, since it is considered an important facet of the global life experience and is in this framework where the degree of satisfaction with personal development (fulfillment) must be framed, since it is the most concrete way



through which the individual develops his need to feel active, creative and useful, and consequently, cohesive with your work group

It should be mentioned that Cano, Villarreal, Villarreal, Gómez and Gurrola (2013), evaluated in the municipality of Durango, each of the indicators that integrate social cohesion, which are: normative commitment, calculated commitment, affective commitment, cohesion, responsibility social, full employment, extrinsic satisfaction and intrinsic satisfaction.

Methodology

The present study is exploratory, since the first approach to the maquiladora industry in Durango with this topic, in addition to agreement with Hernández, Fernández and Baptista (2014), is also transversal because the information was limited to one only occasion, and it is of non experimental type, because the information is obtained and analyzed without modifying any of the existing conditions, it tries to establish the relationship between variables.

Measuring instrument

The measuring instrument was designed and tested by Cano, Villarreal, Villarreal, Gómez and Gurrola (2013), to which reliability and statistical validity tests were applied. It consists of 51 questions that measure the 8 dimensions of the social cohesion construct that are appreciated in Table n. °1, with a scale of 5 options that goes from "in disagreement, hardly in agreement, in agreement, moderately in agreement and, completely in agreement". The complete instrument is presented in Annex 1.

Tabla 1. Dimensiones del constructo cohesión social

Dimensión	Definición	Preguntas
Compromiso normativo	Es el grado de compromiso que tienen los trabajadores dentro de la organización.	6
Compromiso calculado	Evalúa en qué escala son fieles los trabajadores a la organización	6
Compromiso afectivo	Mide qué tanto los empleados se sienten parte de la empresa al grado de que los problemas y los triunfos son parte de ellos.	6
Cohesión	Qué tanta participación se tiene en la sociedad donde se desenvuelven	6
Responsabilidad social	El compromiso que tiene la empresa con respecto a los trabajadores	6
Pleno empleo	Compromiso de la empresa para los trabajadores en base a oportunidades	6
Satisfacción extrínseca	Qué tan satisfecho se encuentra con el trabajo, compañeros y sociedad	8
Satisfacción intrínseca	Qué tan satisfecho se encuentra con su responsabilidad dentro del trabajo	7

Fuente: Elaboración Propia.

Access to operational staff in a maquiladora is practically impossible, since workloads prevent the interruption of work in the middle of a production line, and the few rest and recreation spaces that workers have take advantage of to distract themselves.



The previous thing became an inconvenience for the lifting of the information as it had been planned, in such a way that we proceeded to wait for the workers at the time of departure, and with the few who agreed to answer the measurement instrument we structured the present investigation , we were able to recover 100 surveys in two autoelectric harness assembly plants, with settlement in the city of Durango through convenience sampling.

Once the information was obtained, a database was created in the SPSS program see. 19.0, later the reliability test was performed, specifically the Cronbach's test, remembering that the reliability according to Hair, Anderson, Babin and Black (2010), is the degree of consistency between the multiple measures of a variable. The result of applying the reliability test to the information collected is shown in Table No. 2.

Table 2. Cálculo del α Cronbach.

Alfa de Cronbach	N de elementos
.752	51

Fuente: Elaboración Propia.

Recall the reliability criteria Barraza-Macias (2008), indicates with respect to the scale of the α de Cronbach, and that you must take into account that when the result is below .60 it is mediocre, from .60 to .65 it is undesirable, from .65 to .70 it is acceptable, from .70 to .80 it is respectable and from .80 a .90 is very good.



Results

We will start this article by making a brief description of the characterization of the sample studied, it should be mentioned that the survey was applied only to workers of the maquilas indicated, of which 83% of the respondents were women and 17% men. 27% of the respondents reported an age younger than 20 years, 56% are between 21 and 30 years old, and 17% are between 31 and 40 years old.

On the other hand, with regard to the level of schooling, 55% of employees did not complete primary education and 45% finished primary school but left secondary school unfinished.

Another important fact is the antiquity of the workers, since the high turnover in the operative staff of the maquiladoras is undeniable, and this is reflected in the sample studied, since 89% of the respondents do not exceed the age of one year. Only 10% claimed to have between 1 and 3 years working in the establishment, while 1% have more than 4 years old.

With reference to the issue of social cohesion and according to the results obtained, we can affirm that it is the dimension of social responsibility that is considered as preponderant, as can be seen in Table No. 3.

Social responsibility, in addition to having the highest frequency, also has the greatest intensity, that is, it is chosen with a maximum degree of consonance in the attitude scale, and its standard deviation is zero, which also indicates a consistency in the results. The three indicators position it as preponderant.

Tabla 3. Resultados por dimensión de Cohesión Social.

	Frecuencia	Intensidad	Desv. Est.
Compromiso normativo	5	2.67	0.1891
Compromiso calculado	4	3.46	0.2602
Compromiso afectivo	2	3.18	0.2806
Cohesión	25	4.17	0.6907
Responsabilidad social	47	5.00	0.0000
Pleno empleo	8	3.65	0.1438
Satisfacción extrínseca	6	3.00	0.0000
Satisfacción intrínseca	3	2.99	0.6632
Total	100		

Fuente: elaboración propia.

In order to give statistical certainty to the results, in the first place, it was considered to use the one-way ANOVA test, however, when evaluating the statistical assumptions, using the Kolgomorov-Smirnov test for normality, it was found that the data was not distributed normally, as shown in Table 4. It is also noteworthy that the construct social cohesion has 8 dimensions, and the results of the Kolmogorov-Smirnov test that are observed in Table No. 4 correspond to only 6 dimensions, since the concept of social responsibility and extrinsic satisfaction did not consider them the statistical program in the calculation, because the

responses of the respondents were homogeneous with an intensity, in this case with intensity five (a lot), as can be seen in the

Tabla 4. Pruebas de normalidad, Kolmogorov-Smirnov.

Valor máximo		Estadístico	gl	Sig.
Compromiso normativo	Completamente de acuerdo	.147	100	.000
Compromiso calculado	Completamente de acuerdo	.222	100	.000
Compromiso afectivo	Completamente de acuerdo	.459	100	.000
Cohesión	Completamente de acuerdo	.230	100	.000
Pleno empleo	Completamente de acuerdo	.310	100	.000
Satisfacción intrínseca	Completamente de acuerdo	.263	100	.000

- Nota al pie de la tabla mencionada. a. Corrección de la significación de Lilliefors
b. Responsabilidad social es una constante cuando Valor máximo = Completamente de acuerdo y se ha desestimado.
c. Satisfacción extrínseca es una constante cuando Valor máximo = Completamente de acuerdo y se ha desestimado Fuente: elaboración propia.



As a result of the impossibility of using the ANOVA test, as it is a parametric technique, it was decided to use Friedman's nonparametric test, which according to the SPSS Guide (2012) is equivalent to ANOVA, and its statistic contrasts the hypothesis that the averages of the groups (samples) compared are equal in the population, and if a critical value (significance) of less than 0.05 is obtained, the hypothesis of equality of population means is rejected, from which the following result was obtained, shown in Table No. 5.

Tabla 5. Prueba de Friedman.

Estadísticos de contraste

N	100
Chi-cuadrado	592.579
Gl	7
Sig. asintótica.	.000

Fuente: elaboración propia.

In this case, we can see that the significance is lower than the value proposed of 0.05, so when the hypothesis of equality of means is rejected, it is concluded that each sample is effectively different from the others, that is to say that each of the dimensions of social cohesion is different from the others.

According to the results, it can be said that the hypothesis is not accepted, because the statistical evidence shows us that the dimension with the greatest preponderance is social responsibility, followed by cohesion, and that the dimension of normative commitment falls to a fifth place.



From the above we can say, social cohesion as an epistemological construct is not monolithic, and therefore is not presented in an integral manner, but has dimensions that stand out from each other, as is the case that concerns us, where it is clear that The dimension most frequently presented is that of social responsibility.

Continuing with the dimension of social cohesion, it is worth mentioning what was proposed by Rimez (2009), although social inclusion refers to the relative access of certain groups to social resources and / or the welfare that results from them, as well as to the perceptions that individuals or groups have. On the other hand, social cohesion expresses something broader and more complex regarding the ability of a society to satisfactorily manage the coexistence of individuals and groups; therefore, the dimension of social cohesion indicates that it exists within companies and out of them.

In this dimension at the time of conducting the fieldwork, questioned about social cohesion outside the company, for example: belongs to a group outside the labor, how is their behavior at the time of making decisions in the group, how he coexists with co-workers outside the company. It is concluded that there is capacity for satisfactory coexistence within society.

The measurement of social cohesion is complex because this phenomenon is largely the result of historical, political and socioeconomic processes, there being an inexhaustible range of indicators that could be used for this purpose (Grynspar and López, 2007). In addition, companies tend to evolve through the changes generated by life itself, so they are in constant movement and should not be excluded for this reason. In this regard, Huntington (2001) explains that companies have changed in recent times due to the impact of globalization.



Conclusions

In order to respond to the objective of this study: to diagnose which dimension of social cohesion occurs most frequently in the maquiladoras assembly of electric harnesses in the city of Durango, and the corresponding research question: What dimension of social cohesion is presented with greater preponderance in the assembly maquiladoras of electrical harnesses in the city of Durango? and to the hypothesis of work hi: the dimension of normative commitment is the one that appears with greater frequency and intensity in the maquiladoras of the city of Durango.

The regulatory commitment raised in the hypothesis as the predominant dimension, says that workers usually believe that they owe allegiance to the company for the job opportunity that is offered, and as a consequence, must maintain loyalty to it, for that reason and for agreement with Vásquez (2008), the normative commitment was taken, as the workers' desire to be part of a community, affirmation that is not fulfilled in the workers of the companies studied, despite the job opportunity offered.

In the case of social responsibility, being the dimension presented most frequently, it is worth noting that it derives from the perception of the worker about this type of companies, which normally comply with the responsibilities derived from tax, labor, social and environmental security, as well as their commitments, and that, in general, worker-employer relations are ethical.

In such a way that, the worker from the first day that he joins to work has social security, a defined schedule, the benefits to which he is entitled are defined, as well as the activities to be developed are clear and concrete. On the other hand, the company cares about its employees, carries out activities to make them feel better, and not only that, but also commits itself to the planet while respecting nature, being careful with the official rules on the subject, also in spite of the schedules are so rigid that they have, are interested in family life organizing weekend events, and mothers who have young children offer official day care in



the vicinity of the facilities of companies, this brings as a consequence co-responsibility, especially of the female worker to the company. No doubt this is what has strongly impacted the perception of respondents.

This work has shown that the main dimension of social cohesion in the companies studied has a lot to do with their willingness to transcend, not only complying with their legal and contractual obligations towards the worker, but also worrying about the environment and the community in which they find themselves. This impacts, in turn, the worker, who considers it important. The dimension of cohesion is also significant, which allows us to assess how prone the worker is to cohere outside the organization.

Of course, we must not ignore the rest of the dimensions, particularly those corresponding to the commitments (normative, calculated and affective) that allow us to understand how the worker is linked to the organization, and which one of them considers more important.

At this time it is worth mentioning that there are some issues in the pipeline, because this is the first approach related to the subject and the type of companies. It is still pending to find out if there is a relationship of social cohesion with the profitability of the company, or with productivity. Topics that will be addressed in other studies.

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Apéndice 1: Encuesta para evaluar indicadores de cohesión social

El presente cuestionario es anónimo, confidencial y sólo para fines académicos.

Por favor selecciona la opción que sea más adecuada.

1. Género

1) Mujer	2) Hombre
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2. Edad

1) menos de 20 años	2) de 21 a 30 años	3) de 31 a 40 años	4) de 41 a 50 años	5) más de 51 años
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3. Escolaridad

1) Primaria	2) Secundaria	3) Preparatoria	4) Profesional	5) Posgrado
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4. Antigüedad en la empresa

1) Menos de un año	2) De 1 a 3 años	3) De 4 a 8 años	4) de 9 a 15 años	5) más de 16 años
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Selecciona la opción que describa mejor que tan de acuerdo estás con la afirmación siguiendo esta escala:

En desacuerdo	Apenas de acuerdo	De acuerdo	Moderadamente de acuerdo	Completamente de acuerdo
---------------	-------------------	------------	--------------------------	--------------------------



1	2	3	4	5
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Compromiso normativo	1	Creo que debo mucho a esta empresa	1	2	3	4	5
	2	No siento ninguna obligación de seguir trabajando para esta empresa	1	2	3	4	5
	3	Creo que no podría dejar esta empresa porque siento una obligación con su gente	1	2	3	4	5
	4	Creo que no estaría bien dejar esta empresa, aunque me beneficie el cambio	1	2	3	4	5
	5	Me sentiría culpable si ahora dejara esta empresa	1	2	3	4	5
	6	Esta organización merece mi lealtad	1	2	3	4	5

Selecciona la opción que describa mejor que tan de acuerdo estás con la afirmación siguiendo esta escala:

En desacuerdo	Apenas de acuerdo	De acuerdo	Moderadamente de acuerdo	Completamente de acuerdo
1	2	3	4	5

Compromiso calculado	7	Si continúo en esta empresa es porque en otra no tendría las ventajas y beneficios que tengo aquí.	1	2	3	4	5
	8	Si ahora decidiera dejar esta empresa, muchas cosas de mi vida personal se verían interrumpidas.	1	2	3	4	5
	9	En este momento dejar esta empresa significaría un gran costo para mí.	1	2	3	4	5
	10	Podría dejar este trabajo, aunque no tenga otro a la vista.	1	2	3	4	5
	11	Ahora mismo trabajo en esta empresa más porque lo necesito que porque yo quiera.	1	2	3	4	5
	12	Una de las desventajas de dejar esta organización es que hay pocas posibilidades de encontrar otro trabajo.	1	2	3	4	5
Compromiso afectivo	13	Siento que cualquier problema en esta empresa también es mío.	1	2	3	4	5
	14	No me siento emocionalmente unido a esta empresa.	1	2	3	4	5
	15	Trabajar en esta empresa significa mucho para mí.	1	2	3	4	5

	16	En esta empresa me siento como en familia.	1	2	3	4	5
	17	Me gustaría continuar el resto de mi vida productiva en esta empresa.	1	2	3	4	5
	18	Estoy orgulloso de trabajar en esta empresa.	1	2	3	4	5
Cohesión	19	Participo en algunos grupos u organizaciones sociales.	1	2	3	4	5
	20	Frecuentemente participo en las actividades de los grupos a los que pertenezco.	1	2	3	4	5
	21	Participo en la toma de decisiones de los grupos a los que pertenezco.	1	2	3	4	5
	22	Cada mes invierto una cantidad de dinero en los grupos en los que participo.	1	2	3	4	5
	23	Me siento aceptado por los grupos en los que participo.	1	2	3	4	5
	24	Me llevo bien con los miembros de mi barrio, fraccionamiento o colonia.	1	2	3	4	5
	Responsabilidad social	25	La empresa siempre trata de respetar las normas definidas en la Ley cuando desempeña sus actividades.	1	2	3	4
26		La empresa se preocupa por cumplir sus compromisos con trabajadores, proveedores, accionistas y gobierno.	1	2	3	4	5
27		La empresa se comporta ética y honestamente con sus consumidores.	1	2	3	4	5
28		La empresa da prioridad a sus principios éticos sobre un desempeño económico.	1	2	3	4	5

	29	La empresa se preocupa por respetar y proteger el entorno natural.	1	2	3	4	5
	30	La empresa patrocina o financia activamente eventos sociales, deportivos, sociales o culturales.	1	2	3	4	5

Selecciona la opción que describa mejor que tan de acuerdo estás con la afirmación siguiendo esta escala:

En desacuerdo	Apenas de acuerdo	De acuerdo	Moderadamente de acuerdo	Completamente de acuerdo
1	2	3	4	5

Pleno empleo	31	Todos los trabajadores en la empresa tienen la misma oportunidad de mejorar.	1	2	3	4	5
	32	El clima laboral en la empresa es excelente.	1	2	3	4	5
	33	Mi calidad de vida ha mejorado gracias al trabajo.	1	2	3	4	5
	34	Gracias a mi empleo he adquirido competencias que antes no tenía.	1	2	3	4	5
	35	La capacitación que se imparte en la empresa es la adecuada.	1	2	3	4	5
	36	Gracias a mi trabajo tengo acceso al consumo de bienes y servicios básicos, educación, salud, etc.	1	2	3	4	5



Satisfacción extrínseca	37	Estoy satisfecho con las condiciones físicas de mi trabajo.	1	2	3	4	5
	38	Estoy satisfecho con mis compañeros de trabajo.	1	2	3	4	5
	39	Estoy satisfecho con mi superior inmediato.					
	40	Estoy satisfecho con mi salario.					
	41	Estoy satisfecho con las relaciones entre dirección y trabajadores de mi empresa.	1	2	3	4	5
	42	Estoy satisfecho con el modo en que la empresa está administrada.	1	2	3	4	5
	43	Estoy satisfecho con mi horario de trabajo.	1	2	3	4	5
	44	Estoy satisfecho con mi estabilidad en el trabajo.	1	2	3	4	5
Satisfacción intrínseca	45	Estoy satisfecho con la libertad para elegir mi propio trabajo.	1	2	3	4	5
	46	Estoy satisfecho con el reconocimiento que obtengo por un trabajo bien hecho.	1	2	3	4	5
	47	Estoy satisfecho con la responsabilidad que se me ha asignado.	1	2	3	4	5
	48	Estoy satisfecho con la posibilidad de utilizar mis capacidades.	1	2	3	4	5
	49	Estoy satisfecho con mis posibilidades de ascensos.	1	2	3	4	5
	50	Estoy satisfecho con la atención que se presta a las sugerencias que hago.	1	2	3	4	5



	51	Estoy satisfecho con la variedad de tareas que realizo en mi trabajo.	1	2	3	4	5
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¿Algún comentario que desee hacer?:

Nombre de la empresa: _____

Número de trabajadores: _____