SUMMARY

This work presents a study of the relationship between ethical principles in business, the corporate social responsibility and the new economy, globalized technologies of the information and knowledge, in its relation with the experience of telework implementation in the companies.

In the first place were reviewed some initial concepts on the basis of the current impact of the factors that affect the performance and sustainability of the results and the generation of value of the leading organizations in the twenty-first century, then to outline the main elements, variables, factors and indicators that have been demonstrated satisfactory in the investigations and pilot schemes or deployment projects of experiences of teleworking.

On that basis in a second stage, were analyzed the factors that are involved from the ethical, moral and from the perspective of corporate social responsibility in the teleworking experiences, concluding with the issuing of some minimum content recommendations and considerations that must be taken into account companies that implement experiences with responsibility and respecting convictions, principles and policies within the current globalized world.

It was concluded, as a corollary to the research and study, in the importance of considering these aspects in any deployment project of teleworking that intends to achieve not only benefits and profitability, but that above all is in the line of the generation of value in the internal and external customer, acting with responsibility from within the company and in front of all the players and influential of the sustainable success and continued growth and continuous improvement of the organizations, companies and institutions.

ABSTRACT

This work shows the main ethical and corporate social responsibility considerations that are immersed in every experience of telework implementation, posing as conclusions some recommendations for incorporation as sustainable policies within organizations that have decided to deploy it actively.

KEY WORDS: Ethics, Business, Deployment, Teleworking, Corporate Social Responsibility - CSR.
Towards an ethical and social telework

1. Presentation and motivation.

Today's world of technological development unstoppable globalized and competitive absorbs us as entities less human and far from the reality. Telecommuting allows with its efficiency convert a business opportunity in facts that generate an impact on society. The business world in this context cannot be absolved from and decouple the new forms of employment of human reality and therefore it is extremely important to recognize the stakeholders involved in any experience of telework and analyze its role ethical and responsible face to the sustainability of the results for the good of society.

In this regard, and motivated with the experience of other countries of the region, I decided to take the initiative to carry out a research with regard to ethical factors presented in any telework implementation, based on an analysis of the various factors that are directly involved in all the telework relations, with the purpose of showing the significance of an experience, program, or teleworking pilot for any company in the world competitive current that occurs socially responsible to humanity.

In this investigation will be displayed the results of practical, hands-on exercises in comparison and especially the study of the incorporation of ethics, with their principles, values, precepts, trials, and others in the form that is manifested in the experiences of teleworking that we have been able to know and on the that has fallen a result of successful and sustainable for both the company and the intangible capital most important of these, the human resource.

In this way, the object of the present investigation aims to show a set of recommendations to ensure that all strategic management and ethics in social enterprises and organizations of the world today, must include the schema of precepts which concludes the present work in such a way that can be integrated in an appropriate manner to all deployment model of teleworking that drive, welcomed the public or private sector, toward the expected results acting in the line of the corporate social responsibility.

It is therefore extremely important to be able to have these ethical factors in every experience of telework and to evaluate and measure the impact on corporate social responsibility (CSR), as a requirement of the present world demand to modern enterprises of vanguard, competitive and different, from the standpoint of equity, justice and social inclusion for our peoples.

2. The teleworking and ethics in the business world and organizations.

There is no doubt that the new technologies of information and knowledge have allowed the coexistence of a globalized world where the barriers of distance (space) and time seem to be disappearing and creating collaborative environments for the development of results which are of benefit to those who can properly use their main advantages, with the opportunities to be shared and have a level of access limited only by the level of interaction, utility and/or purpose of its use.

For their part, appreciate daily changes in the economic organization of the whole world that they would be setting up a new type of economy characterized not only by a process of profound transformation in the ways in which we produce, consume and trade goods and services, but also by a large change in the problematic of the ethical and social responsibility that emanate from these new forms of economic organization in all its manifestations, both internal and external.
In this context, between the technological development, access to information and the globalized knowledge and the new economy, appears as a result of the dynamism of its own growth: figures and opportunities that enable to reconcile these elements within our society. Obviously as a result of this is present not only situations that are conducive to the human being but some that are harmful, but finally - in both cases - is the man who determines the appropriate ways to manage and administer them.

Therefore, this reconciliation of the people demands additional efforts to generate real convictions to the current profit that can be sustained on a time and define or refine the common welfare of not only our generation business but also of the following. Accepting these statements then we recognize the importance of ethics and corporate social responsibility in the outcome of all the interactions between the actors involved in this so-called "revolution" in each of its levels.

Well, the telework appears as a new opportunity of the: "conciliation between the technological world, the knowledge and information, and the new economy and its vision for the business and organizations", in the rationale for using technologies to our service for the generation of results.

With regard to the concept or definition of telework, I must say that for those of us who have specialized in its study, is increasingly complex search for a conceptual approach of the same encompassing all its vicissitudes, particularities and potential. I think that this is due to the fact that in the current global context, the dynamism of their development does not give us time to analyze and rethink the concepts but rather to search for the best of the teleworking in its application and proper execution practice and implementation experiences in each company or organization, and finally in our lives.

What the experience has helped us to understand is that basically any approximation to what we call: "teleworking", must have at least three common elements to its nature, and that are: work, distance, and technology. Other than that, depends on the way in which we approximate the definition, i.e. for example: from the perspective of: the work, the service, the result, the organization of work, the relocation of functions, etc.; so, you must have in some way find the conjunction of these in its conceptualization.

Also, with regard to the types of telework enough has been written, having been defined between them some criteria such as: classification by the location of the worker (telework at home, traveling or mobile, in telecentres, etc. ), by the type of connectivity company-worker (on line way, two way line on or off ), by the type of relationship (labor-labor rights and standards individual and collective-, subcontracted or outsourcing, location of services-civil contractual nature by labor, telework autonomous, etc. ), by the type of day labor or delivery (full time, part time , mixed or shared, etc. ), among others.

Well, enough has been written too about their advantages, the same as those which have been distributed among those that mean a benefit to the worker (results-oriented work, greater availability of time for other activities, less stress, etc. ), others to the company (in all its levels and typologies, reduction of costs, maximize results, reducing absenteeism, value generation in the internal customer, etc. ) and other for the society (including environment and other factors common to a community, for example vulnerable populations: people with disabilities, the elderly, children and adolescents, women, etc. ). However, it is not a matter of the present analysis develop them, so that will be mentioned some of them to the extent that you develop a certain point that includes it. This classification will enable us to diagram an analysis of the ethical aspects and CSR for the teleworker, for the company and society.

In this sense, all this new business logic, commercial, corporate, and organizational work, demands a number of new situations, vicissitudes, constant and permanent innovation, dynamism and change in all the relationships between the parties involved in a teleworking experience such as: worker, company or organization, and State. In this part, I mentioned the State because it is a current within the world of labor
law to consider an agent of the labor law relationship to that third part intermediary that dictated policies, regulations or policies that generate a minimum framework (on which you can then refine or improve the relationship) and, in turn, in case of conflict intervenes to temper the inequalities inherent in the relationship of work (based on the principles globally recognized) or resolve conflicts of interest, as well as it is also considered as a group of outside interest of the organizations in the study of the CSR.

For this reason, in each moment in that will generate new relationships between these players will be created as a consequence situations that are beyond the material from the cold numbers and economic performance, and which are those that end up marking the competitive difference for this competitive and globalized world, where it is increasingly difficult not breaking a promise to comply with the generation of ethical principles and values defined or foreseen and less to act with social responsibility in front of the world.

By ethics we understand, for purposes of this study, the set of principles, rules and reasons that studies the moral, the virtue, duty, the happiness and the good live in harmony with society, which has been established as a guideline for their conduct. Also, we will understand by Corporate Social Responsibility - CSR, the ethical way of management that involves the inclusion of the expectations of all interest groups (stakeholders) around the company to achieve sustainable development and common welfare.

It is also necessary to mention that there are flows of resistance to the development of ethics in the business for what object or criticize based on statements such as: "in a market economy, the search for the profit ensures a maximum social benefit," or: "the most important obligation of the flat management directive and is toward the company," or: "Ethics in the business is limited to obey the law," or: "there is no nobody that you can punish the ethical or moral", etc., but these are outweighed by the primary consideration of the current trend of business ethics and CSR are seen as a Comparative advantage and competitive at the same time for any competitive organization, State of the art and different in today's globalized world where will continue rewarding the basis of the confidence that is not generated only with objective situations, regulated or visible, but above all with experiences, behaviors, values and principles defined and consolidated with the time.

In this regard, after this preamble, I turn to first analyze the current development of telework in organizations and how it is inserted into the same, and then find the items where there is this intersection with the ethics and social responsibility stuff, and studying them from their particular approach as essential parts of the experiences of teleworking.

3. The teleworking and their development in the organization

There are now innumerable demonstrations of successful experiences of telework implementation in organizations in all levels around the world. We could make a new investigation only to compare their results, the same as varied as resolved, optimized or maximized the objectives and goals met.

Among them are highlighted the ones that are related to the satisfaction of the internal customer, or the optimization and value generation in the human talent at telework, both of which are related to the factor: productivity-profitability-sustainability, as well as the optimization in the results related to efficiency of compliance with goals, objectives, plans and projects, to the reduction of costs, both for companies and public organizations, multinational corporations, among others.

However, the deployment of a teleworking experience matter knowledge of certain factors, variables, diagnosis, and models to apply to achieve the adequate and sustainable range of favorable outcomes for the parties involved, where not only highlights the direct of the employment relationship: employer-to-business (advantages, strengths and opportunities) and worker (benefits, potential, labor inclusion of vulnerable populations, among others) but also, as referred to earlier, the society that includes for this case to State
(regulations, rules and conflict resolution) and the environment, as most prominent components of the so-called Corporate Social Responsibility - CSR.

In the first place, we must recognize that for the implementation of any experience of telework are immersed a various factors among which we can highlight the basic those related to the organization (means for deployment, investment, monitoring, tele-subordination, work atmosphere, legal framework and vicissitudes of the new relationship, guidance by results, implementation of a model, feedback, etc.), as well as the technological ones, (resources, logistics, responsibility for the information, security, forms of control and presentation of results, access to internal networks of the company and the internet, responsibility of use and administration of computers and networks, etc.) both as company responsibility, and by its side those that correspond to the worker (human talent-competencies, Skills, adaptability, personal and family life, voluntariness, reversibility, etc.).

In second place, and taking as reference the 3 major factors mentioned above, and according to a study done in the teleworking model proposed by the Research Group in e-commerce in Colombia: GICOECOL, on the main elements that affect the incorporation of telework in organizations developing the analysis of influence-unit whose array of variables yielded the following results:

Of 05 variables studied: the "Organizational Culture" is very influential and little dependent, that is to say it is an explanatory variable that affects the system, while the variables: "Investment, Information Security and Distrust" are very influential and highly dependent which implies that any action that is carried out on these, will have an impact on the others and will have a boomerang effect on themselves. Finally, the variable "Normativity" is little influential and dependent, although why not ceases to be important.

Finally, the diagnostic analysis named: "SWOT" (Strengths, Weaknesses, Opportunities and Threats), exposed in the study mentioned above on the incorporation of this new form of work, was completed by the following results: **Strengths:** Flexibility in the organization, greater confidence in workers-satisfaction, productivity improvement, cost reduction, business innovation; **Weaknesses:** Lack of knowledge about deployment of telework, loss of direct control over workers, difficulty in communication between them; **Opportunities:** Creation of new organizational culture, competitive advantages by reducing costs, trade expansion potential low-cost and inclusion of people with different skills, alignment with environmental policies; **Threats:** Occupational hazards, absence of normative promotional regulation, difficulties of adaptation of the worker, risks in information security, etc.

These factors, variables, and diagnostics that are presented in the teleworking are studied when it is required to implement in any organization, and in accordance with the result obtained in this preliminary stage starts the phase in which applies a model in which are determined between other: the shape and time of execution, is hereby appointed a multidisciplinary technical team that participates in the follow-up, resolution of difficulties, accompanies the process and performed the evaluation to then display the results in the form of project or pilot plan has been established in accordance with the magnitude of their achievement.

In this regard, as can be seen, the complexity of the telework implementation demands a specialized care and technical knowledge that will allow the successful development of sustainable and successful experiences of telework in the companies or organizations, so that for our study we start by accepting that it is at the basis of the whole configuration of their own elements and actors involved in the projects or plans of teleworking, we find people, human beings, human resources, human talent, so that you trigger situations specific to the relationship between these: i.e. those that were not only part of what is shown objectively and is measured in numbers or quantitatively, but also the qualitative and/or subjectively stuff like: behaviors, decisions, experiences, values, principles, morals, ethics and responsibility.
This is what we will develop in the following paragraphs taking into account that the proposals here expressed are taken at the base of three previous scientific research carried out by the treaty signed in the topics of the need for a regulation that promotes teleworking, as well as in the proposition of a model of telework and the study of the generation of value of human resources engaged in every experience of teleworking.

4. The ethics of the company to telework

After the subjects studied and analyzed before we arrived at some approaches with regard to the presence of ethics in the experiences of teleworking from the perspective of the organization or company.

For this reason, we must start from a premise that should be taken into account for any project or deployment plan of teleworking, and this matter in ok that teleworking does not change nor should it change any work condition and even less no, political or strategic plan of the company, therefore the only thing that makes telework as experience is: add something to your configuration and adequate development, or adapt any situation in order to develop properly, but without mood altering or restructure but only to add or append.

In this sense, we can say that if for example the company already has a Code of Ethics, or policies, or statement of ethical principles either at the corporate level, organizational or business unit or area, then the only thing that should be done is to adapt to these connotations own and inherent in this new figure: telework. However, this demands the knowledge of the effects, benefits, and the real impact of the advantages and potentials, which generates the telework for companies in all its dimensions.

By both of the experiences known and analyzed I could not find a common denominator, so I diverge recommend some ethical considerations that are presented in situations such as:

a. **The commitment of senior management into the teleworking experience:** For this we should start from the simple fact that no experience, pilot plan or project of teleworking may operate properly or to pay the expected results if you do not have the full and total support of the Top Management and Managerial Flat throughout its implementation, because these are not only those who have taken the decision to adopt or implement telework, but also are the ones who have the first ethical commitment and responsible vis-à-vis their workers, and must lead the experience practicing with the example, integrating and reconciling to the parties involved, contributing to the appropriate performance evaluation and implementation of goals, by preventing conflicts that may occur, as well as regulating and promoting the benefits and thus making it yours as well the result obtained.

b. **The principle of voluntariness of the telework implementation:** This principle of voluntary action currently is of such importance that not only is it perceived from the ethical point of view, with everything that implies or demand for a worker who works normally in the office to be invited to be a part of the teleworking experience, but even he is considered in the legislation as a policy issue and mandatory compliance. (It is necessary to take into account that applies only to workers who would become normal employees to telecommuters and not for those who telework for the company without having been before workers in the installations of the company).

Therefore, I believe it would not be appropriate or correct that a worker who usually works with a suitable performance you will compel or force, overnight, to be part of a teleworking experience that you could mean a prejudice in its distribution of time and work. We don’t forget that, while it is true it has been shown that teleworkers have greater advantages; this doesn’t mean that those who are in office automatically will have the same, so to these cases we prepare analysis performed of psychological profiles and competences, and then take the decision to incorporate them or not the implementation.
c. **The principle of reversibility for teleworker after deployment:** Following the line of the above for the reversibility, it would not be appropriate, in spite of the fact that a worker has been shown to have optimal results with the experience of the teleworking as he is forced or compelled to remain in that condition because there is always a tendency of the worker to feel away from direct contact with colleagues and thus with the reality or prospect of development of the company. In this way, as in the previous case (with respect to the principle of voluntariness) the ethical approach of this point passes through its respect and adequate compliance.

d. **The handling, management, and security in the administration of the information:** Starting from the acknowledgment that both, the information and the human resource, are the most important resources of the company (within the intangible) and that all management and safe operation of the information passing through human beings, we must accept that with or without telework there is always a risk with regard to their safety and proper management. Therefore - in part - will be sufficient that the teleworking experience aligns to the policies that on security of the information the company has been determined, and if in case you add some new situations product of the teleworking experience then you must add any special regulations for the project in accordance with its nature. At the same time, all the ethical considerations and responsibility that are generated by its management, administration and security reserve shall be governed in the same way for the teleworking experience. For example: the limits of time and space for access to the information, the renewal of accounts and keys, the policy of rotating staff, the consequences and sanctions of its inadequate management, how to use the internet, confidentiality or the use of information, etc.

e. **Responsibility in the provision of tools for the telework implementation:** Here we must remember that it is a current trend of the main regulations of telework policy of our continent, as well as our in Peru, having chosen that the employer is the one that bears the responsibility for the provisioning tools for the telework implementation. Then it will be of importance the ethics not to infringe upon or affect this trend, which is even legal in some standards, and that as a result it is intended to pass these costs to the teleworker loading of them. On the contrary, that it would be appropriate or correct is moderate costs looking for alternatives in which none of the parties affected by looking up the balance.

f. **The privacy of the teleworkers working space:** In this case the ethical considerations erupt with greater visibility since the talk of respect for the privacy of the human being we have a lot to develop. Even in the experience of implementations for this case has not only taken into account the privacy of the person directs the telecommuters but also from their immediate environment as be your family. Any attack on the privacy of the worker or his family, would undermine not only against its honor, image or person, but also against the constitutional and international norms, so that the subject is not only ethical in first place but also a higher impact from the legal point of view. It is therefore important to be reasonableness.

In this case, as a company we should not forget that, while it is true in teleworking we have no direct contact with the worker for their control and follow-up, it is because in part we have agreed to assume the risk of the new lens with which we approach our productivity, and is one that is measured by results and not by actual hours of physical labor or classroom. At present, there are studies, as that develops the research of measuring value generation of the human resource in teleworking, which have been demonstrated in practice than in a policy orientation by results (with and without telework) there is not a direct steering between the performance and the amount of hours worked when the work is qualitative, being the opposite case when is quantitative or repetitive or monotonous, and when we talk about the fact that the work is a service would have to be analyzed for the case of the type of work carried out as teleworking if it applies or not.
g. **Labor rights in every sense:** On the basis of the idea that being ethical and socially responsible as base has be in the line of law enforcement at all levels, then it would be other delve into ok as a company or organization, that the deployment of a teleworking experience go to change, affect or harm the worker finally in their internationally recognized worker rights and constitutionally within each country. Therefore, it will be important from the standpoint of the ethical respect as a priority the unconditional respect for labor rights arising from a legal relationship of subordinate work in relationship of dependency.

For example, we can cite the case of each employee of Hewlett Packard when every employer must make a mandatory training online on the ethical standards and conduct of the company: the Standard Business Conduct (SBC), and in turn, in the document of the Guidelines (Guidelines: Work from home. 2012) Established by HP Costa Rica have case as: "if a manager approves an employee as suitable for work from home, whether occasional or permanent, the manager must ensure that the employee is aware of the health and safety aspects of making delivery to the employee of the relevant guidelines and ensuring that the risk assessment has been carried out".

h. **The culture of the nationality of the teleworkers:** It is important not to forget that if we are or not a transnational trade and exercise functions in various countries with different cultures, we must not forget the respect the customs and native culture and nationality of the teleworkers, which are the basis for many cases of its ethical principles and moral laws, which may in some cases collide with those of the company’s nationality. Finally find a point of balance with reasonableness would be the main recommendation not to harm any of the parts and thus to act with ethically and responsibility.

i. **The transparency in the methods of implementation and results of the teleworking experience:** Finally, and no less important is the transparency in the management of the information with regard to the experience or project of teleworking, since many companies or concealed or develop it in a specific area without adequate external dissemination, or finally in case it has not been favorable the outcome will may be hide.

This subject is linked to the company's relationship with the external stakeholders involved with the business such as: suppliers, State; environment; as it is important that policies and statements that are established within our deployment experience either in plan or project are well known, do not affect or violate rules within the territory or less the general principles of the teleworking at the global level (already we may have teleworkers of various nationalities). In this way, we can then be alienated with global trends and have clear indicators of measurement against competition, as well as we submit ourselves to a proper control on the part of the State and especially we respect the environment. This point will be developed in the part of CSR later.

For all the cases we must accept that an analysis of an “ethical dilemma”, in case it is present in spite of being previously defined or determined the policy of action or response to situations of conflict with the policies or line ethics and social responsibility of the company, is supported in a logic that passes through the analysis of three elements such as: the object, the circumstances and the purpose, something that is for our case agrees to consider that an act is good when there is a successful combination between these, in other words, they are good the object, the circumstances and the purpose.

Finally, in case the company already has a Code of Ethics (or its equivalent regulations), what should be done as a recommendation is to assess whether the points considered here have already been taken into account directly or indirectly, and if not then the policy would be adapted to this new experience or be incorporated into a new passbook of ethical principles within the normative documents to supervise the development and teleworking implementation experience in addition to the existing ones.
5. The ethics of the teleworker:

The telecommuters, as an integral part of an employment relationship, debtors and creditors of the service of the remuneration, not only by means of the covenants, agreements, or contracts have rights but also must comply with certain obligations, therefore it is no less important refer the importance of some situations of behavior and conduct ad hoc that must submit to the proper development of the teleworking experience, but above all to the organization.

Also, we must start by recognizing that to be a teleworker is requires a set of skills and qualities different or additional to those in office whom generally have a direct contact and support for the resolution of problems, so stand out as qualities: the organization for the work and the time, which demand a dose of responsibility and above all of commitment for the fulfilment of the objectives, as well as the ability to solve unforeseen, among others; however, when we speak of the internal jurisdiction of the values, principles, or of the virtues we can put aside the ethics and social responsibility, that finally does not leave being task of all and should be based on ourselves by our own human nature within a society that seeks to live in harmony.

Therefore, the presence of ethics and morality in the experiences of a teleworker is an obligation more inherent to the human condition and consequence of the employment relationship. At this point, we must remember that within the classifications of types of telework is not only considered as teleworkers those that have a link with dependent and subordinate labor, since in other countries is also considered and accepted as teleworkers, the independent not subordinates, so in any of each cases the situation may be somewhat more complex in terms of the number of situations that can occur and should be evaluated from the standpoint of ethics.

In the case of dependent some recommendations that have been obtained from the practice of the deployment experiences studied are:

- a. Act with integrity in every action and decision you make to the organization.
- b. Respect the commitments outlined in its real form and dimension (time and space).
- c. Give the same respect and value to all the interactions you have both within (colleagues, bosses, supervisors, etc.) and outside of the company (leaflets, stakeholders, customers, suppliers, etc.).
- d. Respect the policy frameworks and regulatory instruments for the management of the company, accepting positively all its provisions.
- e. Participate collaboratively in the search for solutions to the conflicts that arise with fairness, equity and tolerance.
- f. Preserve, protect and care for booking the information of the company entrusted to his person, beware that its management is not affected, prejudice or unduly favor to third parties.

On the other hand, in the case of the independent, I would like to make a previous comment because that is where we found the major conflicts of interest and above all a greater vulnerability index of ethical principles and social responsibility.

So, we must start by accepting that a difference of an employment relationship does not have these due to the figure of the subordination (that is something that finally unites them in a kind of subjection to the company and the manifestations of direction, control and punishment of the employer), so the greater legal sanction that is generated as a result of the failure of this type of contracts (location of services, for work or other modalities by the Contractual Laws), the same as are civilian in nature, it would be the implementation of a penalty (usually related to the amount of the consideration) or the resolution of the contractual link.

Therefore, based on the assertion that they are independent, it is much more complex than before a breach of a rule, principle, consideration of ethical order (as found in the previous case), they are able to punish, and as a consequence to not have that sense of belonging is not feel identified with the policies of the company and least accept fall within guidelines of order or principled assessment. Maybe that is one the reasons why some companies have requested us, for example, create -as a consultant specializing in the subject - a database of "teleworkers reliable" with a meter of reputation, as they find in e-commerce of the purchases.
and sales on the internet. But well, finally these are some of the dichotomies that bring us the theme of freedom related to the world and virtual design of human relations, not analyzed in the present study.

In this context, we dared to propose some recommendations to the independent group of teleworkers in the path of a moral and ethical behavior appropriate:

a. Careful to keep a reputation appropriate and in accordance with the requirements of the competition in the market. (Act with honesty, not to mention bad for clients or other workers, meet with the work assigned, do not endanger the work of others, etc.).

b. Care for information that is being administered or has been entrusted by the company for working or worked.

c. Careful not to work for companies in the same turn heading or business that are in direct competition to the time of the execution of the service.

d. Respect for the creation of rates or fee-for-service in accordance with the professional qualifications by staying within the criteria of freedom of offer in the market considering the right of others to access, to negotiate and to recruit.

e. Compliance with international standards of e-commerce, cyber law and regulation of networks and security of each country, as well as the inmates of each company.

f. Avoid all behaviors that accrue in scams, fraud or scams that Linden with the criminal and criminal taking into account the national and international policy frameworks.

For both cases, the primary recommendation is to accept that the telework brings with it new settings and situations to those of a traditional workplace, where they break many paradigms of time and space for the business decision-making, since we are talking of new experiences where must take precedence over the guidance by results rather than the classroom control and therefore are generated without a number of benefits for both sides, so beyond a statement or see it written we have to do take precedence, and, above all, keep a positive conviction to act in the path of goodness with integrity, honesty and transparency in this way truly feel like part of a Social experience where everybody wins (the company, the worker and the society).

6. The socially responsible part of telework.

When we refer to the Corporate Social Responsibility - CSR, already defined before and also known as RSC - Corporate, or simply Social Responsibility - RS, we speak of an ethics and coexistence in balance on the part of the actors involved and relate to the organizations or companies in the search for the common welfare and sustainable development.

Within the agents, also called stakeholders, we can identify the internal and the external. The inmates are, for example, the Top Management, Managerial Flat, the HR staff or the company, the Intellectual Capital (information, know-how, etc.), and tangible resources (goods and services that are being produced). For its part, within the external ones are; customers, suppliers, the State (normative regulation and disposal of conflict), and the environment; as most important in their relationship with the relations of teleworking.

The first we’ve dealt with in greater or lesser extent to analyze the ethical aspects of the organization and the teleworker, therefore we’ll cover the seconds or the external. For this reason we refer that with respect to the stakeholder: customers and suppliers I don’t believe there should be a special consideration in the presence of a experience of telework implementation (either in plan or pilot project), therefore not dumbed but a new analysis would suffice with a single adaptation to the regime of the teleworking in what may be required from the perspective of the ethical principles, by comparing them with the principles and ethical policies and responsibility in the already existing regulations or policy statements available to the company or organization.

For example: the proper handling of the information we provide to our customers in the same line as would a teleworker in case this is a local teleoperator, regional, national or international; or in the simple fact of
require that our suppliers with ethical guidelines and be possible that in some of them there is concordance
with the our in order to reduce the risk of conflict and positive guidance the resolution of the same, etc.

In the other hand, with regard to the State we have two connotations for his analysis in the first place as the
recipient of the benefits of teleworking (i.e., as a company or organization) and secondly as the entity in
charge and responsible for issuing the policies of ad hoc implementation for the telework development in
each of the countries that has been regulated its implementation.

In the first place we must recognize that in today's world is a witness to the countless advantages that has
meant the implementation of the teleworking in the public sector, and this has in part due to a greater or
lesser extent to the juncture of each government of the States that took the political decision to recognize the
telework as a figure that deserves not only rules but a set of actions that promote and publicize properly.

We have as well, successful experiences of implementation in the brotherly countries of Brazil, Costa Rica
and Colombia, and in several countries in Europe, whose results have been treated at various world
congresses and which are summarized in a positive balance and that has favored among others to:

a. **Optimize the response in the care of the needs that demand the opportunity in the provision of
services and resolution of requests for the population.**

b. **Apply appropriate policies for administrative simplification of bureaucratic procedures that are
addressed and resolved with the help of information and knowledge technologies.**

c. **Generate significant improvements in the satisfaction of the partners or employees immersed in
teleworking experiences** (satisfaction, reduction of stress, a sense of belonging, improvement in the
organizational climate, etc.)

d. **Efficient implementation of the trend to managing for results at all levels: national, regional and
municipal.**

e. **Implementation of policies for social inclusion and facilitation of vulnerable populations** (people with
different abilities or disabilities, people of the third age, youth, women, etc.).

f. **Implementation of comprehensive policies of Government** (involving more than one sector for
example: technologies, communications, work, social development, culture, environment, etc.).

g. **Implementation of an adequate protection of teleworking regulations, that promotes its development
policies which becomes a participant to the private business sector in each of the results they
achieve in their processes of continuous improvement.**

What better demonstration that the of the results being satisfactorily in those countries where has come to
accept and recognize the telework is not as an alternative modality or subsidiary and eventual, but he's been
given such a connotation of vanguard that any sustainable innovation of the world today - and the globalized
knowledge - requires to the new generations rulers, though, from here we salute those fraternal countries that
have preferred risk refinement in the way, versus those who have decided to stay silent in inaction and
cautious solving problems only media situation, away from this way in the line of the responsibility with the
society.

So, here is where the component socially responsible, in the commitment to develop the States that have
been fighting to inaction and have taken the decision to meet the needs of their populations, adapt to the
dynamic development of the technologies of information and knowledge, generating the framework promoter
of telework and making it not only for her own as a tool that favors its governance but also as an opportunity
for development and social inclusion at all levels.

With regard to the issue of the social inclusion of vulnerable populations, such as we have described in other
articles of research and what we have been able to observe in efforts such as those of the Foundation Walk
Utopias in Argentina (and their international investigations that have been submitted and recognized in previous editions of world congresses such as this), the actions become not only by regulating norms, but to create belief in society that the item is for priority attention in such a way that does not depend on the political will for any period of government, so the issue of social responsibility does not only depend on the Government's political will to turn, but finally ends up being everyone's responsibility. At this point we must emphasize all the potential shown by the people with different skills (disabled) in the experiences of teleworking. In this logic the answer would be more obvious if we would ask ourselves as a company if it would be socially responsible by adding in my worksheet or in my projects really a policy of development of persons with disabilities.

We also believe that the development of telework as a State policy not only must conclude in the efforts to generate the access to work, in the form of working remotely with the technological component, so that it would be a way to consider not be more than a tool or work mode thereby losing its true dimension to be a real force of development opportunity for the society. Any time as explained at the beginning of the present study is teleworking the fruit of the convergence of the three main factors of global significance such as: the new economy, information technology and knowledge and globalization.

For its part, in respect of the environment, in its turn is of utmost importance to emphasize and highlight, as has also been carried out and tested in various research projects in the region, that teleworking is presented as a productive activity that helps to reduce the harmful consequences of the greenhouse effect. This situation occurs as a result of the reduction of transport congestion during peak hours, which means not only the reduction in greenhouse gas emissions, but also the noise or noise pollution and hence for the stress that accompanies it in the big cities in this regard for example there are studies that have failed to demonstrate that a person who does not work in officiate a day there will be reduced by approximately 20% of the total of their movements and thereby its consequence on the environment would be exponential to the extent that we think of several workers within the same population.

In turn, it is necessary to remember that the use of technologies, such as elements inherent to the execution of experiences like the telework, brings with it other advantages that while it is true are not immediate or short-term as the above-mentioned but also beneficial for the environment. We can cite as examples: the reduction of paper use, the search for new sources of energy, the proliferation by the use of teleservices and e-commerce, etc. However, is not a matter of this deepen the impact of telework in the environment, since this is only a factor of many here analyzed as a whole. We hope to develop better scientific approaches of this type that require a thorough and detailed study of its consequences and real dimensions in terms of impact to the society.

To quote one of them we have the case off study conducted by Cisco, it is estimated that if 50 million people in the United States will work half-time from home, could be:

- **Save 281 million barrels of oil per year** (USD$28,000 million per year, to USD$100 per barrel).  *This is equivalent to 46% of the United States imports from the Persian Gulf.*
- **Reducing greenhouse gases by 51 million tons per year.**  *This is equivalent to taking the entire workforce of the State of New York (USA) or ten million vehicles from the roads.*
- **Would detract from the road transport in 9,100 million miles per year, reducing the impact on the transportation infrastructure.**

Finally, I would like to conclude this point not to mention current efforts by the regulatory rules promoter of the ethical aspects and social responsibility that have developed in the transnational: REPSOL, through its "White Paper of the teleworking", that can be seen as a model policy on these headings and could be taken...
as a reference or a base model management and guidelines on the importance of telework for a company in the new world committed to society and sustainable development.

In this way, we can appreciate that the deployment of experiences of telework is in itself an incentive for organizations and enterprises that adopt are ethical in the line of respect for the common welfare and sustainable development, because the potential of telework will allow you to obtain that competitive advantage and comparative of being socially responsible with its environment. By what it could not recognize and promote that telework can be converted to an element or requirement for certifications of quality standards of socially responsible businesses, adding to the current criteria are offered internationally.

7. Conclusions and recommendations:

a. The teleworking is configured as an opportunity in the emerging and perfectly aligned and the ethical principles of social responsibility for the firms, which had to adapt itself to the regulations or existing policies, the characteristics of its own nature (such as remote execution of work through technological means), and the effects that generated in each of the players either internal (company and workers) and external (society, environment, State).

b. Any experience of telework must mean for the company in respect of all the aspects, factors and variables that comprise its adoption happening among others by not forget: the commitment of senior management, the willfulness, reversibility, the appropriate use and safety of the information, the responsibility of the use of the equipment, the transparency in the management of the results, respect for the rights of workers, among others described here.

c. Ethical considerations for a telecommuter dependent and independent have common denominators, however must be focus properly to be able to get a positive response to the proper observance of and respect for the proposals and policies expressed by the companies, in such a way that the need to also accept as part of its action and proceed.

d. The socially responsible behavior is not only work for private companies or the State but also involves us each one of us, that as human beings we aspire to live in harmony, respecting the common good and fostering sustainable development, by which we must accept the telework as a positive tool facilitating adoption of its appropriate.

e. The implementation of telework experiences is in itself an incentive for organizations and enterprises that adopt ethics in the line of respect for the common welfare and sustainable development, because the potential of telework will allow you to obtain that competitive advantage and comparative of being socially responsible to society and the environment.

f. It should promote that telecommuting will become an item or requirement for certifications of quality standards of socially responsible businesses, adding to the current criteria are offered internationally.

With the present study, we hope to continue in the initiative and the way to assist in the generation of contributions and facilities so that there would be no more excuses for the decision-making at the time of implementing experiences of telework in companies or public organizations, and so wish to continue to be brewing research that can generate greater confidence in the sectors that do not yet recognize the real potential that telework brings with it.
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