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Strategic Management, Social Responsibility, and the Protection of Human Rights

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ABSTRACT

This documentary study analyzed the interrelationship between strategic management, social responsibility, and human rights protection, with the aim of identifying strategies to strengthen their impact and sustainability. Based on a systematic literature review, the study examines theoretical approaches and success stories where strategic planning has been key to the defense of human rights. The findings revealed that strategic management can serve as an effective mechanism for integrating social responsibility within organizations, promoting an approach based on shared value (Porter and Kramer, 2011) and stakeholder theory (Freeman, Harrison, and Zyglidopoulos, 2018). However, challenges were identified, such as the lack of long-term planning and the tendency of some organizations to use social responsibility for purely reputational purposes (Carroll and Shabana, 2010). The study also highlights the need for a more robust regulatory framework to ensure that the protection of human rights does not depend solely on the will of organizations, but is a structural component of strategic decision-making (Ruggie, 2011). Finally, guidelines are proposed to improve the link between these three areas, emphasizing the importance of adopting sustainable approaches, measuring the social impact of business strategies, and strengthening regulatory mechanisms. The research concludes that the effective integration of strategic management and social responsibility can significantly contribute to building more equitable and sustainable societies.

Keywords: Management, Strategy, Responsibility, Social, Protection, Human Rights.

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