DEONTOLOGY AND UNIVERSITY SOCIAL RESPONSIBILITY: FOUNDATIONS FOR SOCIAL INNOVATION IN THE POST-CONFLICT ERA

Hernández, Pedro H.; Virviescas, John; Martínez, Jairo L.; Hernandez, Hugo

Abstract

The purpose of the paper is to analyze correlation between the ethics and social responsibility as a university foundation to innovate socially in post-conflict era. The research was conducted under the positivist paradigm, descriptive, transeccional, no experimental, of field, with linear regression "bivariate" and multiple "step by step" analysis. The findings highlight the need to contribute to the process of building peace from the academic sphere, through planning and implementation of training cognitive and psychosocial protection. It is concluded that universities need to focus on developing knowledge and relationships -from alternatives duty ser- social innovation projects that strengthen values, standards and principles of integration in the evolution and development of new relations in the post-conflict societal context.

Keywords

Deontology, Post-conflict, Social innovation, University social responsibility