

Managerial accountability: An integrating element for sustainability in corporate social responsibility

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Abstract

Currently, organizations reflect on transparency in accountability as an empowerment tool that makes their management of social responsibility sustainable. The aim of this research is to analyze managerial accountability as an integrating element for sustainability in corporate social responsibility. This was a non-experimental, cross-sectional, documentary field study, with a purposive sample of 40 managers, using a questionnaire of 50 items, validated by five experts, producing a Cronbach reliability co-efficient of 0.957. The study determined that managerial accountability represents an integrating factor that offers the community opportunities to participate with a good foundation in projects of interest. © 2014, Universidad del Zulia. All rights reserved.

Keywords

Corporate Social Responsibility; Managerial Accountability; Sustainability