



Human capital in service companies

Martin Gerardo Martinez Valdés^{1,2}

¹Doctor, Universidad Autónoma de Chiapas, México.

²Universidad Tecnológica del Usumacinta México.

Corresponding Author: martin.martinez@unach.mx; mmartinez_ptc@utusumacinta.edu.mx

Date of Submission: 05-10-2024

Date of Acceptance: 17-10-2024

ABSTRACT:

Service providing companies must be able to absorb existing human capital, as well as propose, strategies to generate trained personnel or recognize the abilities of the person to serve the positions with specific knowledge according to the organization manual, the objective was to determine the organizational climate. in service providing companies and estimate the factors that impact personal development, with respect to the applied methodology it is non-experimental, descriptive in scope with a quantitative approach with application of instruments and factor analysis, the results determine that it is necessary to strengthen the work in team, transversal communication, establish health diagnoses, integrate gender equality and equity, leadership is proactive and facilitative, motivation is comprehensive and human, it is concluded that the internal client must be attended to at the person, context, health level, well-being as the company is an appendix to your life project

KEYWORDS: Capacities, Human development, Integration, Motivation, Organization.

I. INTRODUCTION

Companies arise with the purpose of transforming the human, natural, mental, and active resources existing in the context efficiently into capital, which allow promoting benefits in the social, economic, technological, cultural aspects into income and work activities for the population. According to the existing political economic system, this makes it an integration of factors that delimit the potential and lethargy of the application of the means of production and configure sustainable production schemes.

These centers of economic diversity must be able to absorb the human capital existing in the region and, failing that, propose strategies to generate them through training or training, by recognizing the skills of the person or promoted by the same company when requiring positions. and

specific knowledge in the production processes or services in which they are involved, are challenges that are part of the growth processes of the company itself and the globalization that the system exerts to work with quality of both the goods and the people themselves.

These economic cells have both corporate identity and legal obligations in the generation of value and it is precisely that they must apply methodologies that develop it in the different areas of competence, for example, the application of the administrative process with planning, organization, direction and control, as well as quality processes that must reflect short, medium and long-term results, according to the objectives and goals set, being supported with a synergy to cover existing needs and markets (Reynoso-Castillo, 2014).

One of the factors that influence companies to be successful is human capital, which is defined by the portability of value that personnel insert at different levels of employment in companies, by applying superior knowledge, skills, and competencies to carry out tasks. activities that the company requires to generate tangible and intangible value towards the organization, with the purpose of positioning the company in a competitive status, this promotes people to accumulate skills, experience and knowledge, and impact greater sustained growth. for the company (Díaz-Díaz & Toscano-Moctezuma, 2022).

Objective attention to human capital is an aspect that should be required in the planning and growth processes of organizations, regardless of the level or classification, so it is important that managers are responsible for the conditions of human capital and focus on the design and implementation of strategies that promote internal satisfaction such as work methods, recognition, activity assignments, promotions, attention and knowledge-related activities, as well as external ones, being physical working conditions, collaboration, salaries, relationships, employment schedules and stability (Pedraza-Melo, 2018)



An important aspect that Sotelo-Asef and Figueroa-González (2017) comment on is the close correlation between service quality and the organizational climate, which means that this relationship must be with performance that impacts the activities carried out. The case is to review variables that influence such as the organizational context, work content, appreciation of the individual and group meaning that influence the formation of the different structural scenarios and influence beliefs, culture, values, vision, among others, which delimits the evolution. Labor according to company activities and a culture is established that builds the identity of the staff, the organization and integration of projects (Olaz, 2013).

The review of resources, the structure, the corporate identity, the plans and programs, the future vision must be raised so that workers are protagonists of life projects and the human factor is capitalized, every worker must be incorporated with a sense of ownership, which causes effectiveness in their professional tasks, however any imbalance in the elements of the environment directly impacts their individual behaviour and performance (Ortega & Perdomo, 2007), to the extent of assuming personal behaviours that are not their own in the companies due to the work stress generated by converting some elements into work risk and effect on labour relations (Cruz-Zuñiga et al. 2017).

A relevant premise that Ramos and Tejera (2017) comment on is the setting of the work environment. It is considered to be the perception of work according to ideas, feelings, and behaviours that can show variability in the daily activities of the company, especially because it influences the position, the group and the level of the organizational culture, so they become factors that affect the satisfaction of employees in companies, this implies addressing the being of the employees to change perceptions towards the construction of motivation models. , this considered as job satisfaction that includes beliefs and values from the task, working conditions, personal recognition and economic benefits which is directly related to the work environment, relationships that we should take care of so that companies work in a coordinated manner for the well-being of collaborators (Huaita-Acha, & Luza-Castillo, 2018).

For their part, González-Reyes et al. (2018), makes the considerations that the leadership factor, which is also an aspect that significantly influences work groups, no matter the level or group existing in the organization, rather it can directly cause displeasure, stress, inefficiency, low productivity, and largely due to not addressing what

is pertinent in the company's plans, programs and projects, implies lack of commitment and therefore a harsh and formless work environment; This shows the different moments of reviewing through the control of the administrative process, what to do, how to do it and when to intervene to convert a satisfactory environment.

Studying the perception and actions about the work environment that impacts the work environment, reveals situations that must be changed, to achieve trust and commitment among collaborators Ruiz-Díaz-Morales (2021), considers that the work environment in Companies are the “air you breathe”, they are emotions, feelings, values, culture, beliefs, communication, purposes and above all service, it is not only working (Villanueva-Silvia et al. 2017), it is developing together with others and promote growth actions in society or as an ecosystem within organizations according to the factors that effectively enhance the mission, vision and corporate values.

With respect to the above, this study was to determine the organizational climate in service-providing companies in the city of Emiliano Zapata Tabasco, with the purpose of identifying the factors that impact the personal development of employees, which refers to whether there is a harmonious organizational climate, employees work efficiently.

II. METODOLOGY

The research was carried out in the municipality of Emiliano Zapata Tabasco, it has 32,181 inhabitants (National Institute of Statistics and Geography, 2020), it is located in the Usumacinta sub-basin, its geographical position is at coordinates 17° 44' north latitude and between 91° 46' west longitude, the total extension that covers the territory of Emiliano Zapata is 437.40 square kilometers, the main economic activities are services, the primary ones with extensive livestock farming, coastal fishing and agriculture (Municipalities of Mexico, 2023).

Of the total number of companies, five were estimated for the survey application (Table 1), with 59 employees out of 204 with respect to the reviewed industry, corresponding to 27.45% of employed employees, of which 29 were women and 30 men. , all of legal age and consider two educational service organizations (E1 and E2), two temporary accommodation businesses (E3 and E4) and one fuel distribution business (E5). Regarding the applied methodology, it is non-experimental, descriptive in scope with a quantitative approach.

According to Machorro-Ramos et al. (2011), the instrument consisted of 21 items with a



Likert scale of totally agree (1), agree (2), disagree (3) and totally disagree (4), and is divided into six categories that are They are framed in specific questions to determine behaviour based on Teamwork, Communication, Equality, Physical Condition, Leadership, Motivation. Based on your evaluation, the following categories will be determined for decision-making and proposals:

- Good weather (90% to 100%) = Slight modifications required.
- Regular climate (80% to 89%) = Some modifications required.
- Bad or inferior climate (From 60% to 79%) = Urgent improvement.
- Acceptable level (From 90% to 100%)
- Unacceptable level (Less than 90%).

III. RESULTS

With respect to the 21 questions asked of the six factors determined by Machorro-Ramos et al. (2011), 8 questions of a lower nature were obtained, one in teamwork, two in communication, one physical condition, two leadership and two motivations. In the case of regular, eight were presented in teamwork two, communication one, leadership three and motivation two and five as good one in teamwork, equality three and physical condition one. It is estimated that, of the six factors, equality is the one that is reported with a good organizational climate (90 to 100%), the others present situations of moderate and urgent

improvements (items 1, 7, 8, 3, 5, 4, 6) according to the questions studied in each company (Table 1).

According to the responses, the Cronbach's Alpha coefficient is considered high as it is greater than 0.9 (Rodríguez-Rodríguez and Reguant-Álvarez, 2020), which implies significance in the process, in terms of the statistical data, the company five (E4 accommodation) presents less dispersion of results compared to E1 (education institution), globally the standard deviation is 0.4352, which is low (Table 2).

Regarding the organizational climate, with the opinion of the 56 employees, in terms of equality, good and at an acceptable level, case of teamwork, physical condition and regular motivation, in communication and leadership as inferior, the case in levels of application is found as not acceptable (Table 3).

On the other hand, the correlations between the six variables are, considered to be significant, they present a proportional relationship in the opinions issued that allows determining strong relationships between them, so their behaviour depends on the processes developed in the companies (Table 4).

Regarding the correlation between company with respect to the responses of the items, the significant correlation (0.886*) that results between company E3 and E5, which implies that the opinions and behaviours are similar for the context evaluated, although they are of different economic activity (Table 5).

Table 1. Response analysis of the organizational climate study

Variable	No	Cuestion	Average	DS	Factor %	Factor
Teamwork	2	There is integration and cooperation between members of the department.	1,75	0,8007	72,62	Lower
	13	We monitor the department's objectives	1,83	0,7691	85,71	Regular
	16	Our work is a daily challenge and not just another task.	1,68	0,7297	88,10	Regular
	19	In our department we are oriented to results obtained by the work team..	1,90	0,8448	92,86	Well
Communication	1	In our department, the majority knows the goals well..	1,69	0,7934	71,43	Lower
	7	The employee is periodically informed about the progress of goals and achievements of objectives.	2,39	1,0507	78,57	Lower
	15	I know the philosophy and objectives of the Institution.	1,78	0,8723	88,10	Regular



Equality	17	There is an atmosphere of trust between colleagues.	1,75	0,8007	90,48	Well
	18	Personal initiatives and suggestions are taken into account	1,85	0,7614	91,67	Well
	20	Our opinion is taken into account in important decisions.	1,95	0,9363	94,05	Well
Physical condition	8	My basic needs are being met adequately.	1,88	0,7897	79,76	Lower
	21	The work tools are adequate	1,75	0,8220	95,24	Well
Leadership	3	My coordinator promotes positive attitudes.	1,66	0,7793	73,81	Lower
	5	My coordinator is oriented to the results obtained at work.	1,73	0,8475	76,19	Lower
	9	My Coordinator strengthens trust among the team..	2,05	0,9900	80,95	Regular
	10	My coordinator demands a lot from us..	1,78	0,8319	82,14	Regular
	12	I receive adequate training on time to meet new work demands..	2,20	0,9428	84,52	Regular
Motivation	4	In our department we know that achieving objectives results in positive attitudes.	1,42	0,5932	75,00	Lower
	6	There are recognitions of work well done by the human resources department.	2,14	1,0248	77,38	Lower
	11	My colleagues usually speak positively about the department.	1,98	0,8807	83,33	Regular
	14	I feel part of the organization..	1,53	0,6527	86,90	Regular

Table 2. Cronbach's alpha and descriptive statistics of companies

Company	Cronbach's Alpha	Mean	Minimum	Maximum	Range	Variance	Std. Desv.
E1	0,9050	1,9270	1,3330	2,4000	1,0670	0,8300	0,9110
E2	0,9880	2,0260	1,4550	2,8180	1,3640	0,1740	0,4171
E3	0,9870	2,0900	1,6000	3,2000	1,6000	0,1580	0,3975
E4	0,9850	1,5630	1,1180	2,1760	1,0590	0,0650	0,2550
E5	0,9750	1,7000	1,3330	2,5000	1,1670	0,1250	0,3536
Total series	0,9730						
Mean		1,8418	1,4237	2,3898	0,9661	0,0501	0,2238
Variance		0,7076	0,3518	1,1040	0,7522	0,0359	0,1894
Std. Desv.		0,8412	0,5932	1,0507	0,8673	0,1894	0,4352



Table 3. Organizational climate presented in the study companies.

Concepto	Teamwork	Communication	Equality	Physical condition	Leadership	Motivation
Porcentaje	84,82	79,37	92,06	87,50	79,52	80,65
Clima organizacional	Regular	Lower	Well	Regular	Lower	Regular
Nivel	not acceptable	Not acceptable	Acceptable	Not acceptable	Not acceptable	Not acceptable

Table 4. Correlation of organizational climate variables in companies.

Variable	Teamwork	Communication	Equality	Physical condition	Leadership	Motivation
Teamwork	1,000					
Communication	,915**	1,000				
Equality	,805**	,797**	1,000			
Physical condition	,845**	,783**	,819**	1,000		
Motivation	,876**	,865**	,896**	,824**	,935**	1,000

Table 5. Correlation of organizational climate between service companies.

		E1	E2	E3	E4	E5
E1	Correlation coefficient	1,000	-0,086	-0,486	-0,143	-0,029
	Sig. (bilateral)	0,000	0,872	0,329	0,787	0,957
E2	Correlation coefficient	-0,086	1,000	0,429	-0,600	0,429
	Sig. (bilateral)	0,872	0,000	0,397	0,208	0,397
E3	Correlation coefficient	-0,486	0,429	1,000	-0,029	0,886*
	Sig. (bilateral)	0,329	0,397	0,000	0,957	0,019
E4	Correlation coefficient	-0,143	-0,600	-0,029	1,000	-0,143
	Sig. (bilateral)	0,787	0,208	0,957	0,000	0,787
E5	Correlation coefficient	-0,029	0,429	0,886*	-0,143	1,000
	Sig. (bilateral)	0,957	0,397	0,019	0,787	0,000

*The correlation is significant at the level 0,05 (bilateral). Rho de Spearman

IV. DISCUSSION

We state that the organizational climate in companies is a determining factor in their development and well-being, with an impact on employees, as it is directly an element that helps or, failing that, decays the business environment in which it intervenes, if Although they are perceptions of the workers, it is undeniable that it has to do with human attitudes, performance and collaborative work (García-Solarte, 2009), this in the operation generates possible imbalances, if care is not taken, of emotions in the workers and internal processes, as there are errors of appreciation, with respect to objectives, goals proposed in the projects or activities.

This is observed in the variables identified with greater emphasis on four of the five variables addressed with an evaluation of regular and inferior,

and less emphasis on equality when their qualitative evaluation appears as good, a situation that would be taken advantage of by existing an environment of trust among employees, to promote substantial changes by being the work and mental force that influences customer service activities and value generation in companies.

On the other hand, it is necessary to integrate employees, lines of command, working conditions, promote corporate identity, as well as integration of departments to take advantage of the development of human capital, is to emphasize the organizational climate that implies considering the opinion of the productive force and generate actions aimed at maximizing the potential of knowledge, in a civilizing human development towards a functional society.

The companies reviewed according to Machorro-Ramos et al. (2011), present direct correlations of teamwork; This integration requires



priority attention to promote cooperation that involves reviewing procedures, competencies, skills, emotional intelligence, projects inside and outside the organization that allow incorporating human talent with new approaches and tools for coexistence and efficiency in activities (Martínez-Rojas et al. 2015), the case is to implement quality in the service with procedures and certifications that must be assumed as investments for growth, as well as consider integration according to equity and inclusion.

On the part of institutional communication, identity should be a strength because it is bidirectional in nature that contributes to growth, however, when the goals and progress in accordance with the company's objectives are not known, it becomes a weakness with regarding the interactions between employees for working individually, with all the weight and responsibility that this implies and the aspects inherent to the need to feel part of the organization with the attention received, which implies that there are corporate plans that involve to the entire organization to appropriate the identity and there is trust with an associative work environment, with effective communication processes, which involves capacity development, psychological care and integration with respect to families (Camseco-Melchor & Ojeda-García, 2016).

In the case of equality, it is considered to be of good character; what refers to the existing conditions must be strengthened so that the work environment is inclusive, because there is trust between them, personal initiatives and suggestions must be included, as well as In some cases, taking into account opinions in important decisions, this can be used as a means to renew communication, image, information management and, above all, identify with respect to organizational objectives to optimize autonomy in decisions, participation, promotion of collaboration, productive integration workshops for personal improvement (Bustamante-Ospina, 2013).

Regarding the physical conditions for work, it is important to develop clinical diagnoses of workers, in order to consider the health and work aspects that must be applied in accordance with the law, so that there are no risk situations, as well as how to propose training in the different areas of company activities, especially due to the interference of employees' opinions, which are reaffirmed in Mexico by the Federal Labor Law (Chamber of Deputies, 2022) in Title Four, Chapter I, article 132 by promoting the use of tools, instruments, facilities, insurance, furniture, training, training, applying standards regarding safety, health,

and the environment to prevent accidents and occupational diseases, supported by the Federal Safety and Health Regulations in the Work of the Secretary of Labor and Social Welfare (2014) in its general principle in the second Article that promotes dignified, decent work with social security and without discrimination, with preventive proposals for production and service activities.

Leadership in companies should be considered a priority attention, especially because it is established by learning, character, alignment of strategies for business consolidation, which involves implementing continuous improvement measures that promote organizational and personal development, promoting dynamic processes of efficient way, with a human sense, that provides feedback in an empathetic way, consistent with the activities and commitments, that generates trust, with clear objectives and goals that promotes change and innovations in the environment of action (Sumba-Bustamante et al. 2022).

Its influence is transformed into well-being for those involved through decisions applied correctly, knowing the administrative process, being responsible, taking on challenges, generating an appropriate environment, strengthening its collaborators, proactive, transforming, with shared and competitive leadership (Gutiérrez Olvera et al. 2022). Companies must invest in personnel, as well as address the work needs of workers, by including health and knowledge, especially adaptability, resilience, empathy, prevention, openness, being competitive (Mucharraz et al. 2022), which in the end It is for the benefit of the investments they make in preserving heritage.

Managing energy, anticipating trends, character persistence and motivation (Mucharraz et al. 2022) must be perceived in the work environment, success must not be a coincidence, it is discovering the invisible and collaborators achieving performance. stability, satisfaction, with participation in life projects, as the effort is reflected in decent work and obtaining skills (Cabana-Villca et al. 2022). Motivation is a precursor to efficiency because it is an element that, combined with leadership, drives performance and is a determinant of growth. The human factor is the pillar of balance and harmony. Its attention allows exercises of entrepreneurial activities that are manifested in service with the client and therefore productivity (Parrales-Reyes et al. 2022).

The lack of motivation affects the organizational climate, considering the effects of disinterest in activities and work performance such as planning, lack of leadership, training from the



owner to the workers (family-based companies), analyzing the company, grouping, all this to face external factors, although the company does not resolve them, it is necessary to take them into account due to the risks they cause (Sumbabustamante et al. 2022). The fact is that organizational processes must be ordered from the needs to the conditions of attitudes and behaviors of people, it is to stabilize the reality with which one lives and promote motivation with a performance effect in the different activities with reciprocity, participation and leadership (Iglesias-Armenteros & Torres-Esperón, 2018).

What is attributable to this concept is working in accordance with new laws that include equality, equity and gender inclusion. In the case study developed by UN Women in Mexico (2020), when surveying 44 companies, 45% consider strategies for gender equality. as well as 36% make feedback inquiries about situations that must be improved to satisfy existing needs, which forms an environment of credibility, trust, collective relationships that drive permanent will and actions.

It is important to measure the performance of the company and its collaborators, which includes capacity, adaptability, communication, knowledge, standards, talent, potential for achieving objectives, by differentiating that there must be healthy environments and promoting fluid communication between different employees. command levels (Pilligua-Lucas and Arteaga-Ureta, 2019).

The work conditions and activities must be observable, especially as stated by Villanueva-Silvia et al. (2017), that a pleasant, motivational environment must be generated, with effective leadership, attitudes of change, serving workers, strengthening performance, suggesting personal and group integration, for its appropriation as it is a reason for growth and generates expectations. training and changes to benefit the active members of the company.

V. CONCLUSION

The organizational climate in companies should be one of the priority aspects that allow quality service to be considered. The problems with the greatest impact are communication, leadership, teamwork and motivation, because the responsibility must be assumed to correct it with the development of capabilities, recognizing the abilities of workers, active and conscious leadership, as well as motivations from the human aspect that generate quality of life and decent work.

The aspects of equity and gender equality are noted due to the fact that more than 50% of the staff is

female, which involves the participation of all, openness to changes based on certifications, dialogue and, above all, respect for existing legality, which has a positive impact with teamwork, coordination, avoiding stress, planning activities and therefore recognition of efforts in customer service processes. Therefore, it is recommended to consider, due to the existing correlations, review them holistically, and carry out interventions that involve the members of the organization.

CONFLICT OF INTEREST

In this research, the authors declare that they have not incurred any conflict that would reveal any personal interest when writing this article.

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