بخشی از ترجمه مقاله

عنوان فارسی مقاله:
کار آمینی اجتماعی و عملکرد سازمانی: بررسی نقش تعیین کننده توأمای متمایز بازاریابی

عنوان انگلیسی مقاله:
Social entrepreneurship and organizational performance: A study of the mediating role of distinctive competencies in marketing

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
6. Conclusions

The global economy of the 21st century is not what was expected. On the one hand, the literature about the current model of globalization implies that political-institutional failures have slowed down the growth of companies and innovations, hindering a greater liberalization of the economy. On the other hand, detractors of the model believe that the cause lies in the chaos produced since 2008 not only because of an excess of deregulation and liberalization of the economy but also be-cause of a high degree of business competition. This current model is based on the paradigm of competition, whereby making a profit is prioritized over sharing life with altruistic human beings and their concern for social problems.

Over the last decades, a number of organizations known as social economy companies have played a major role in the search for solutions that should contribute to improving social welfare and the life quality of vulnerable groups that are excluded from the dynamics of the capi-talist system. All this has given rise to the development of a com-plementary paradigm that is juxtaposed with the previous one: the economy of entrepreneurship.