CHAPTER 106

Racial Equity: A case study in companies from Sinop/MT and its surroundings

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ABSTRACT

The movement of social responsibility and corporate governance, currently, is fraught with tensions, especially in the way in which companies have consolidated their actions in the vast field called "social". In Brazil, it was only in the 1990s that sectors of the business community began to deal with the issue of valuing the diversity of the workforce more consistently. Given this reality, the importance of the Corporate Governance movement is evident, which consists of a system that works to optimize the performance of a company, that is, it is about directing, monitoring and encouraging companies, involving *relationships* in all parties, such as partners, investors, employees and creditors, facilitating access to capital. Within these principles, in this study, equity stands out, *which* is established in equivalence, in the fair treatment of all partners and stakeholders, and is in meeting the rights, duties, needs, interests and expectations of all interested parties. . The present research consists of an exploratory, descriptive study with a quali-quantitative approach in the form of a case study on the understanding of racial equity in companies in the city of Sinop and its surroundings. For the measurement, the answers of the interview questionnaire were identified, which obtained a "Yes" or "No" answer, each "Yes" corresponds to 1 point and the "No" corresponds to 0 point, each company being able to obtain a maximum of 13 points. . Therefore, concisely, small companies, which were part of this research, and with a few years of existence, have a tendency to be fickle about the understanding of equity. The vision of intending only to obtain profit makes a company weakened in its attributes and uniqueness. Its virtue is exposed to society when it shows itself diligent to human aspects.

Keywords: Corporate Governance, equity, Racial Equity.

1 INTRODUCTION

The movement of social responsibility and corporate governance is currently riddled with tensions, especially in the way in which companies have consolidated their actions in the vast field called "social ". In Brazil, it was only in the 1990s that sectors of the business community began to deal with the issue of valuing the diversity of the workforce more consistently (Góis, 2015).

Any and every environment where people with distinct cultural identities and meanings are found constitutes a social system in which there is diversity, and these differences, between people and groups, are perceived in organizations, as the homogeneity of the workforce is characteristic, which gives rise to diversity. Diversity is realized in differences, whether in terms of race, ethnicity, gender, sexual orientation, language, culture, religion, mental and physical abilities, class and emigrant status. Given this reality, the importance of the Corporate Governance movement is evident, which consists of a system that works to optimize the performance of a company, that is, it is about directing, monitoring and encouraging companies, involving relationships in all parties, such as partners, investors, employees and creditors,

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facilitating access to capital. The basic principles of Corporate Governance are classified as: Transparency, Equity, Accountability and Corporate Responsibility. Within these principles, in this study, fairness stands out, which is established in equivalence, in the fair treatment of all partners and stakeholders, and is in meeting the rights, duties, needs, interests and expectations of all interested parties. (DESCONCI, 2007).

Organizations obtain diversity as a benefit, as difference adds value, and in order to achieve this benefit, organizations need to have a solid policy, it is necessary to institute principles and develop human resources practices aimed at promoting equity and preventing discrimination against of any nature, including gender and race. The issues of inclusion and equity are in the current scenario, and their primacy is effective in a multicultural society in constant change. (Zauli , 2013).

According to Seabra (2017) the characteristics of inclusion are established in the concept of a process that helps to overcome obstacles that limit the presence or participation of an individual, and the concepts of equity are defined in the concern for justice and the attribution of rights. Equal importance for all, therefore, "Equity is that which is based on the special circumstance of each concrete case, concerning what is fair and reasonable" (Ferreira, 2021), equity accompanies the law, and the seriousness of this concept linked to the organizations means defending the right of all parties involved, such as partners, investors, employees and creditors, so that they can fulfill their full potential and make their contribution meaningful to the organization (Zauli , 2013).

Proceeding in this context, the general objective of the study was to analyze whether companies in the city of Sinop and its surroundings understand racial equity.

The composition of the answers given to this study was followed by the analysis and comparison with scientific works, such as books and articles.

The present article was structured in five sections: introduction, theoretical foundation, methodology, case study and conclusion.

It is assumed through this study, to collaborate with scientific research in relation to the principle of Equity in Corporate Governance, and contribute to improve the knowledge of this subject for the respective researchers. The veracity of this principle , presented in this study, leads to a fair treatment process, which is understood to be a legal commitment to the achievement of an individual's right, in this way to collaborate with society.

2 THEORETICAL FOUNDATION

2.1 CORPORATE GOVERNANCE

According to the IBGC (Brazilian Institute of Corporate Governance), good Corporate Governance practices convert basic principles into objective recommendations, and becomes aligning interests with the purpose of preserving and optimizing the organization's long-term economic value, thus facilitating their access to resources and contributing to the quality of management in its longevity and common good (IBGC, 2015)

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Some authors present the concept of Corporate Governance in a managerial way, exposing the organizational structure and its importance in the value of the company, that is, in a management model that aims to improve the attractiveness of the company, reducing business risks, and aligning the thinking between shareholders, controllers and stakeholders (Administradores, 2014).

The word governance appears and was used for the first time in 1991, through a movement, which began particularly in the United States. and in the following year, the first Code of Best Practices of Corporate Governance was defined, composed exactly in the perception of the use of new rules that would assure them against abuses of the executive boards, with the inefficiency of the boards of directors and with the omissions of the external audits, or that is, it arises from the reflexive action around ethics (Administradores, 2014).

There are, within Corporate Governance, four basic principles that are said to be fundamental, which are: (IBGC, 2015)

- Transparency (disclosure) : it is defined as the willingness to provide all interested parties with information that is of interest to them, it is not only about announcing what is provided for in laws or regulations, it is associated with going beyond, and not restrict information.

- Equity (fairness) : it is about equivalence, the fair treatment of all partners and stakeholders, is in meeting the rights, duties, needs, interests and expectations of all interested parties.

- Accountability : in a succinct, understandable and clear manner, governance agents will account for their execution, and absolutely assume their acts and omissions, acting with diligence and responsibility.

- Corporate Responsibility (Compliance) : brings strict compliance with the law and responsibility to governance agents to ensure the economic and financial viability of organizations, take care of the interests of the corporation, reducing negative externalities, increasing positive ones and taking into account the various capital (human, social, intellectual, environmental, financial, reputational, etc.) in the short, medium and long term.

2.2 THEORY OF ORGANIZATIONAL EQUITY

According to the IBGC, equity is characterized by fair and isonomic treatment of all partners and other interested parties (stakeholders), taking into account their rights, duties, needs, interests and expectations.

Equity is related to the commitment to abolish inequality, it is linked to the concept of "fairness", which we would translate as "justice". Through this conception, it is assumed that a society, institution or structure that does not promote access and participation in an equitable way is "unjust", since it penalizes and discriminates against people for factors that are alien to their humanity and even to their merit (WAY , 2017).

Within an organization, the precepts of equity, the correct mitigation of risks and the search for inclusion and promotion of diversity guide organizations towards the generation of value. Currently, we

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live in a scenario that reinforces the tendency to rethink and give a new meaning to social relationships. It is necessary to understand the value of diversity and inclusion, and encourage a culture that promotes respect, admiration and appreciation of the individual (IBGC, 2016).

According to TAMAYO and PASCHOAL (2003), "equity is an endogenous theory, that is, a fundamental assumption that people are motivated by the need to receive equitable treatment". Equity theory determines that individuals are motivated to obtain a situation of justice or equality in their relationship with other individuals and with organizations. Given this fact, there are the dimensions of organizational justice, a brief definition for, what it is, organizational justice is the psychology of justice superimposed on the environments of an organization, focusing on the perceptions of justice existing in the relationships between workers and their organizations. Within this dimension of organizational justice, the Motivational Theory and the Interactional Theory are emphasized (ASSMAR, 2005).

- Motivational Theory: According to Sancho et al. (2002), the term motivation is used, in general, to portray the internal and external forces that act on people, forces that direct their conduct. The meaning of motivation itself can be put in conflict with the concept that motivation oscillates between the individual's response to external stimuli to attitudes and behaviors that are instigated by impulses originating in the unconscious mind. For such knowledge, Psychology has been presenting partial answers to questions about human motivation. "the concepts of 'will', 'instinct', 'impulse', 'incentive', 'personal self-fulfillment', 'expectations' have been used as fundamental arguments in the analysis of motivation".

Motivation in the organizational environment is related to the concept that one has about the employee's perception of the task or activity that he performs. An organizational management needs cost optimization and an increase in productivity and competitiveness, and strictly linked to this need, the understanding of organizational leaders regarding the motivation of human resources is highlighted. Therefore, there are some aspects of motivation in the organizational environment, some of them are: through coercion, financial incentive or other rewards, social interaction, satisfaction of human needs, among others. Also, essential for the implementation of any motivation programs, and to improve the general state of employee satisfaction and their level of performance, it is essential to understand the causes of low motivation for work noted among employees (Gomes, 2003).).

- Interactional Theory: Some definitions conceptualize that interpersonal relationships are more determinant in the behaviors, attitudes and conduct of people in an organization than the procedures and benefits. According to Bies and Moag (1986), interactional justice refers to people's conceptions of the "quality of the interpersonal treatment they receive during organizational procedures" (Sousa, 2009).

The theory/interactional justice concerns the social issues involved in the relationships between the people who decide and the people affected by the decisions, for this reason, the importance of trust that the collaborator/employee must have in their boss or supervisor, who , in this way, there will be a contribution to the composition of a work environment highly conducive to productivity, achievement of goals and

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individual and organizational efficiency. Perceptions of high theory/interactional fairness exert a powerful influence on employees' feelings of trust (ASSMAR, 2005)

Fair, respectful and dignified treatment evidences positive attitudes, greater contributions and efficiency on the part of the employee, that is, perceptions of justice are the main predictors of workers' conduct within the organizational context. Therefore, developing a system with a measure of justice, based on the multidimensional construction of the organization, that is, taking into account each employee, each aspect, each behavior, will directly contribute to the quality of the relationship between worker and organization.

2.3 REALITY OF RACIAL EQUITY IN BRAZILIAN REGIONS WITH A FOCUS ON MATO GROSSO

According to Pereira (2019), the racial reality in Brazil focuses on a common sense view where there is no such discrimination, however there is a striking inconsistency in people's daily lives. As a direct effect, the non-occupation of blacks in spaces of power, the disregard of black intellectual capacity and the overcrowding of blacks in prisons is demonstrated.

Brazil integrates an official discourse, adopted from the 1930s, where it presents the politics of racial democracy. These foundations contribute to the social intellectual illusion that there is no racism in our nation. This act of denial of racism makes it impossible to combat it, which results in proof that, vigorously, racism continues to transpose social relations in the country, even in the face of a "racial democracy" (Pereira, 2019).

The table below presents a survey prepared by the National Victimization Survey, by the Ministry of Justice in 2013, 346 Brazilian municipalities were selected, generating a total of 78,525 respondents. The research refers to the fact that the individual has suffered victimization due to racial discrimination, and presents zero values when there was no discrimination and value one for the case in which there was discrimination (Silva, 2017).

TABELA 1
VARIÁVEL DEPENDENTE

Região	Sofreu discriminação racial	Não sofreu discriminação racial
Sudeste	489	29.594
Sul	143	12.492
Nordeste	359	20.780
Centro oeste	75	6.584
Norte	164	7.845
Total	1.230	77.295

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In this way, the wide field of research existing in the scenario of racial discrimination is remarkable. To restrict the study in its objective, we will proceed with the region of Mato Grosso, located in the center-west of Brazil, the second largest territorial extension of the country, however the least populous, contains 141 municipalities, with Cuiabá its capital, currently with 3.224 million inhabitants. . The population of the state is made up of people of different ethnic compositions. According to IBGE data, the distribution is as follows: Pardos – 55.2%; Whites – 36.7%; Blacks – 7%; Indigenous – 1.1% , the state has great cultural plurality (Francisco, 2021).

In mention of racial discrimination, the state brings in its records of occurrences the reduction of racial prejudice. According to research presented by Jornal Gazeta Mato-grossense, the 11% drop was recorded in the months from January to October 2020, for which it is notable that, even in the case of criminal conduct, there are those who choose not to notify the authorities: "No We didn't make any records because we know it won't help", laments the 30-year-old dancer Maria Aparecida Lima de Araújo Rondon, noting that while walking through the corridors, they were accompanied by the security guards at the shopping center. The challenges concerning racial prejudice are still present and every day a new case arises. This real context presents the absence of attitudes that contribute to fair treatment in interpersonal relationships, there are large gaps of racism in the social culture where hostility and discrimination act explicitly (Araújo, 2020).

3 METHODOLOGY

3.1 DEFINITION OF THE TYPE OF SEARCHES

According to Rodrigues (2007), scientific methodology "is a set of approaches, techniques and processes used by science to formulate and solve problems of objective acquisition of knowledge, in a systematic way". This scientific method is composed of several sub-methods and techniques, some depending on the field of knowledge and depending on the objects on which they focus.

The present research consists of an exploratory, descriptive study with a quali-quantitative approach in the form of a case study on the understanding of racial equity in companies in the city of Sinop and its surroundings.

The case study is characterized by the deep and exhaustive study of one or a few objects, in order to allow their broad knowledge, a task practically impossible with the other types of designs considered.

According to Yin (2005, p. 32), the case study is an empirical study that investigates a current phenomenon within its context of reality, when the boundaries between the phenomenon and the context are not clearly defined and in which they are used. various sources of evidence.

The case study has been used more frequently by social researchers, as it serves research with different purposes, such as: exploring real-life situations whose limits are not clearly defined; describe the situation of the context in which a particular investigation is being carried out; and explain the causal

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variables of a given phenomenon in very complex situations that do not allow the use of surveys and experiments.

As stated by Cardoso et. al. (2010), "each researcher thoroughly analyzes the work of the researchers who preceded him and, only then, having understood the testimony entrusted to him, he leaves equipped for his own adventure".

3.2 DATA COLLECTION METHOD

According to Pizzani et. al (2012), bibliographic research is understood to be a review of the literature on the main theories that guide scientific work. This review is what we call a bibliographic survey or bibliographic review, which can be carried out in books, periodicals, newspaper articles, internet sites, among other sources.

To measure the understanding of racial equity in companies in the city of Sinop and its surroundings , bibliographic research was used. In addition, a questionnaire was composed that was sent to three companies, located in the city of Sinop-MT and its surroundings and which were answered by them.

For the analysis of the case study of racial equity in companies in the city of Sinop and its surroundings, a graph covering the responses collected through the questionnaire was considered.

3.3 SEARCH LIMITATION

The first limitation of the study is the case study method itself, which occurs in the impossibility of generalization to the universe of companies, in this way this study is limited to the city of Sinop and its surroundings, analyzed from March/2021 to May /2021, as the questions were answered by analyzing them. Another limitation is the research protocol used, as there may be properties represented by the subjectivity of the researcher.

4 PRESENTATION OF RESULTS

4.1 PRESENTATION OF DATA

For data collection, a questionnaire was applied, which was sent through the WhatsApp digital platform, containing sixteen questions, where the research focused on three companies, located in the region of Sinop-MT and its surroundings.

Table 1, represents the questionnaire surveyed for the research, were addressed through 16 questions, the first 6 of which represent the segment, the regime and the size of the company, and then the other questions will present the perceptions of the companies to the which refers to equity.

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Table 1: Research Questionnaire

Quiz	company 1	company 2	company 3
1. What position or function does the interviewee occupy in the company?	General Manager/Director	General Manager/Director and Accountant	General Manager/Director
2. How long has the company been in Sinop and/or surroundings – MT?	up to 5 years	over 20 years	up to 5 years
3. Company identification data	Toilet	Toilet	Toilet
4. Which sector of activity of the company?	Business	Service Provision	Business
5. Considering the Annual Gross Invoicing and according to the classification of the Federal Revenue Service of Brazil, in what size does the company classify itself?	PPE	ME	ME
6. Which company employee number?	up to 19 employees	up to 19 employees	up to 19 employees
7. Does the company have an organizational unit called Corporate Governance (which appears in the organizational chart or which actually exists)?	No	Yea	No
8. Who manages the company knows Organizational Equity practices?	Yea	Yea	don't know how to say
9. Recognition of your actions in favor of Racial equity. Has the company received any awards or recognition for its actions in favor of racial or gender equity?	No	No	No
10. (If yes), indicate which ones:	-	-	-
11 . Does the company have an established document describing its Positions and Salaries Policy and describing the Positions, Functions and Salaries (manual of positions and salaries)?	No	Yea	Yes, but not formally established.
12. Practices for disclosing the company's positioning in favor of Racial equity:	The company invests in social projects related to racial equity	The company's leaders publicly take a stand on racial equity and valuing diversity.	The company has other relationship policies with the external public in favor of racial equity.
13. Strategies to identify barriers to Racial Equity (internal and external). In general terms, does the company identify and seek to eliminate possible barriers to the promotion of Racial equity? If yes, through which of the strategies below?	There was no answer!	Yes, and the company carries out a census or monitoring of the lack of racial equity in the workforce.	No, the company does not identify or seek to eliminate potential barriers to the promotion of racial equity.
14. On the actions that fight the lack of racial equity: Indicate Yes or No Action 1; Action 2; Action 3; Action 4; action 5	(Action 1) - Yes; (Action 4) - No; (Action 2) - No; (Action 5) - No; (Action 3) - No.	(Action 1) - Yes; (Action 4) - Yes; (Action 2) - Yes; (Action 5) - Yes; (Action 3) - Yes.	(Action 1) - Yes; (Action 4) - Yes; (Action 2) - Yes; (Action 5) - No; (Action 3) - Yes.
15. Regarding the role of Organizational Equity, select from the options below the one(s) that you consider most appropriate (you can select more than one)	Look at the benefits they have, such as salaries, promotions, merits, growth opportunities, among other factors, and compare all of this to their own skills and abilities.	Recognize that everyone needs attention, but not necessarily the same care; Support the use of knowledge and skills of the employee, who feels motivated and delivers more efficiency;	Treat equality as a principle of human dignity, insofar as granting equal treatment is the same as granting equal dignity to all.

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		ensure the good performance of the organization.	
16. Do you, a respondent to this survey, believe it is important to address discrimination and inclusion of people in the company? Because?	Yes, we all have equal rights.	To build a better and more human world.	Because today we live in a totally different society, and we have to accept it, and support it. No to racism, but to social inclusion, because within the company we must be very careful and love our neighbor

Source: Survey Data (2021).

4.2 DATA ANALYSIS AND INTERPRETATION OF RESULTS

To measure each company, the answers to the interview questionnaire were identified, which obtained a "Yes" or "No" answer, each "Yes" corresponds to 1 point and the "No" corresponds to 0 point, each company being able to obtain a maximum of 13 points. A "research axis" was used, where only thirteen questions were selected, which are: a 7;8;9;11;12;13;14.1;14.2;14.3;14.4,14.5;15 and 16, according to shown in the Graphs below.
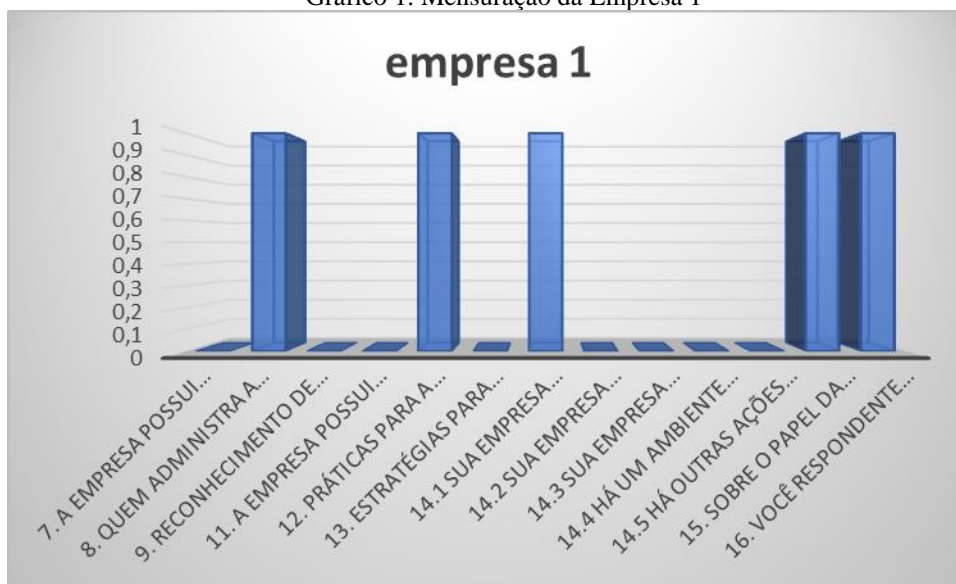
This analysis will be measured individually for each company, to display individual understanding, and for the data to be displayed distinctly. Therefore, understanding is necessary in understanding the equity of each company.

Below are the analyzes and interpretations of the results:

The deduction offered by the data collection, defines, according to Graph 1, that company 1 reached the percentage of 38%, equivalent to the understanding of racial equity.

Company 1 assimilates equity in an apparent way, its answers were effective in only 5 questions out of a total of 13.

Gráfico 1. Mensuração da Empresa 1

Fonte: Projeto Integrador (2021)

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According to Graph 2, the measurement of company 2 defines the percentage of 92% reached to the equivalent of understanding racial equity.

Company 2 assimilates equity in a coherent way, the effectiveness of its answers is achieved through 12 questions out of a total of 13.
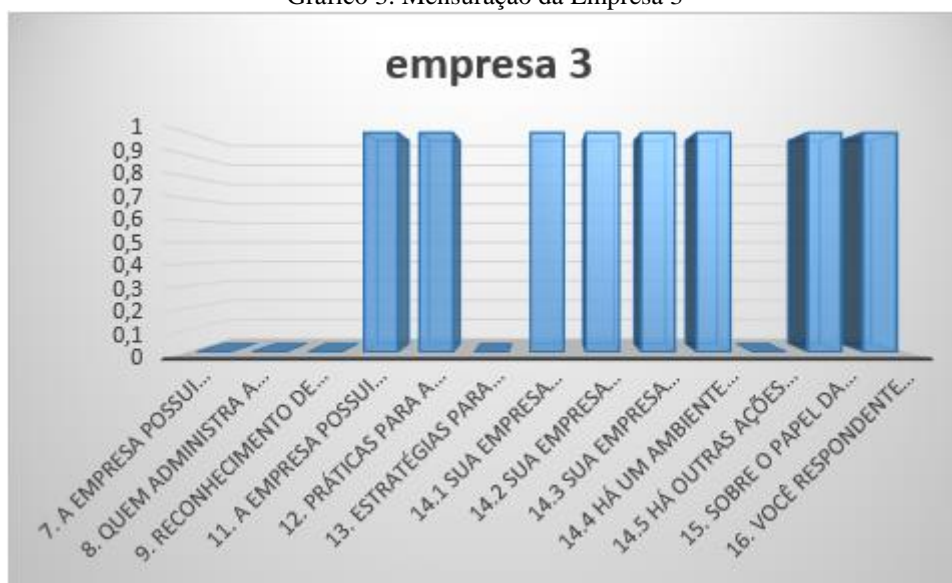
Chart 2. Measurement of the Company 2
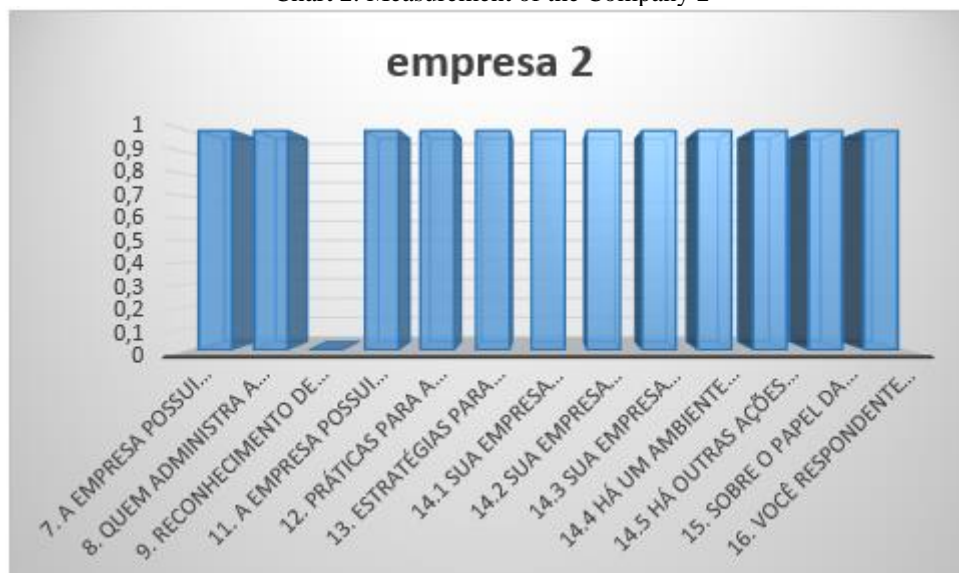
Source: Integrating Project (2021)

In view of the deduction shown in Graph 3, company 3 reached the percentage of 62%, equivalent to the understanding of racial equity.

Company 3 assimilates equity in an expressive and convincing way, as the effectiveness of its answers is achieved through 8 questions out of a total of 13.

Gráfico 3. Mensuração da Empresa 3

Fonte: Projeto Integrador (2021)

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Graph 4 defines the comparison between the companies interviewed. The contrast between each company's understanding of racial equity is shown in percentage. The understanding of racial equity occurs in a total of 100%, where company 1 makes up 20%, company 2 - 48% and company 3 - 32%.

Gráfico 4. Comparação das Empresas

Fonte: Projeto Integrador (2021)

Faced with such definitions, the insufficiency of companies regarding the understanding of racial equity is affirmed, the level of understanding and practice are unskillful. However, the years of existence of the company are considerable, which are favorable or not to a maturity regarding the subject. According to data presented by the company Low Interest, 2018, "financial and management experts say that the time for the company to start making a profit, instead of just covering its expenses, will be approximately 2 years and 9 months". The consideration of such information is remarkable, as a company that is still developing its balance between expenses and earnings will require more time in the knowledge and understanding of profits, which is its main objective, since these are private sector companies.

5 CONCLUSIONS AND RECOMMENDATIONS

According to Way (2017), equity is related to the commitment to abolish inequality, it is linked to the concept of "fairness", which we would translate as "justice". Through this conception, it is assumed that a society, institution or structure that does not promote access and participation in an equitable way is "unfair" since it penalizes and discriminates against people for factors unrelated to their humanity and even to their merit.

Fair, respectful and dignified treatment evidences positive attitudes, greater contributions and efficiency on the part of the employee, that is, perceptions of justice are the main predictors of workers' conduct within the organizational context. Therefore, developing a system with a measure of justice, based on the multidimensional construction of the organization, that is, taking into account each employee, each

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aspect, each behavior, will add value to the organization, as it will directly contribute to quality, company development and growth.

This study analyzed whether the companies in the city of Sinop and its surroundings, which are part of this study, understand racial equity, measured by a questionnaire, developed by the authors of the study, which covered the understanding and definition, based and founded on the equity concepts.

It is concluded that equity is the one that is based on the special circumstance of each concrete case, concerning what is fair and reasonable. In this way, a company must assume an equitable character, one that understands the value of diversity and inclusion, and encourages a culture that promotes respect, admiration and appreciation of the individual.

Therefore, concisely, small companies, which were part of this research, and with a few years of existence, have a tendency to be fickle about the understanding of equity. The analyzed companies understand equity in a partial way, they still comprise notable failures, mainly in the recognition of their actions in favor of racial equity and in the strategies to identify and seek to eliminate possible barriers to the promotion of racial equity. This study was careful to highlight that, in view of the companies surveyed, there is still a need for development and interest in understanding racial equity.

The vision of intending only to obtain profit makes a company weakened in its attributes and uniqueness. Its virtue is exposed to society when it shows itself diligent to human aspects. For that, a small company in its few years of activity, can reach a maturity, referring to equitable practices, if it admits the search of "knowledge" as an area, of growth and business development.

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