



Full Length Research Article

THE QUALITY OF LIFE AT WORK AS A STRATEGIC FACTOR FOR THE SUSTAINABLE DEVELOPMENT OF COMMUNITIES IN BRAZIL

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ABSTRACT

This study aims to evaluate the perception of quality of life at work in informal commerce located in a community in the State of Rio de Janeiro. This research aims to promote sustainable development in communities located in Brazil and abroad, based on research a community located in the West Zone of Rio de Janeiro and focusing on one of the pillars of the "Triple Bottom Line" that are people. For the evaluation of the perception of quality of life at work, an instrument was used to measure QWL based on indications from the World Health Organization (WHO) - it is verified that the instrument is the most appropriate for what is intended to be investigated. The relationship between workers and their companies and their perception of a satisfactory quality of life at work can contribute to the sustainable development of the community-based enterprise as well as to the sustainable development of the region. In order for sustainable development to take place, it is necessary that there be participation of all local actors, that is: Community - Organizations - Collaborators and Government. "It was observed in the study that there is a concern on the part of the authorities with the environmental preservation of the region, since The city council recognized in 1981, by means of a decree-law, part of the area as an environmental reserve, that is, unfit for residential use, so any facility that is made on the spot after the enactment of the law is considered illegal. The region is home to a small number of businesses, such as bars, restaurants and snack bars. It was noticed during the survey that the people who work in these local enterprises find it interesting to carry out research in this region, since Perceive that the quality of life at work can generate a better organizational climate and collaborate, in a certain way, for the sustainable development of the In this sense, since these surveys are concerned with listening to the worker, even if it is formal or informal, they collaborate to generate a perception of value and awareness in the people involved in this process, although some recognize that there are others Factors that should be evaluated in this context, such as disorderly growth and basic sanitation.

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INTRODUCTION

Nowadays, the capitalist system has agreed to a new factor or we can say a new concept: Sustainable Development, so it is understood that devouring all resources and wasting it is costly for the company, for people and for the planet. In this sense, studies on sustainability have been developed so that the companies evolve in a sustainable way. Numerous sustainable management systems seek new methods and new techniques in generating cleaner energy that does not harm the planet. It would be ideal if we transformed the cities where we live in quieter places, without noise, without violence, without involuntary unemployment, a place where vehicles circulate without polluting the atmosphere with the emission of gases

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and the companies do not consume so many natural resources when they operate their machines And these companies, in turn, work with a common goal, which would be to raise the quality of life of people either in their work or in the place where they live. This is the main idea of this study, that is, to promote Sustainable Development, mainly in the regions of communities of the State of Rio de Janeiro, Brazil and Abroad. Political, economic, social and environmental crises have increasingly impacted communities in the state of Rio de Janeiro and some are at the mercy of the poor quality of personal and professional life. Thinking about sustainable development on such a dramatic picture could be almost a delusion, but far from that, perhaps, is the salvation of local communities, the city and who knows the state as a whole. In order to get out of a problem, a plan needs to be elaborated and for this plan to exist, it is necessary to plan and implement a strategy. A sustainable development strategy for creating a better place to live, work and not offend nature, a strategy to

reduce social inequality and who may lead poverty to a lower level. The promotion of the quality of life at work is a factor that can contribute to this, since satisfied employees can contribute more effectively to the sustainable development of the company, taking into account the "Triple Bottom Line" (Profit - Planet - People). Thus, when sustainable development is generated, the place, region, city or country in which these organizations operate also gains in clean growth. According to Hawken (2010): "Humankind has inherited an accumulation of 3.8 billion years of natural capital. If we continue in these conditions of use and degradation there will not be much left until the end of this century. "Therefore, sustainable development is not a fashion, but a concept that has come to stay and that should be a concern not only of companies, but of all the humanity. Over the years, the urgent need to seek new production alternatives focused on Sustainable Development has been recognized for its importance by governments, companies and society. Researchers from diverse areas have been contributing to the advancement of knowledge in this area and different perspectives on sustainable development are emerging. In our case, the key point of this article is to evaluate the perception of quality of life in the work of commerce in a community in the region of Rio de Janeiro with a focus on people management and the promotion of sustainable development in this region. The population of this region is of some three thousand inhabitants and the community lacks research in this area of sustainability and quality of life at work. What is sought to understand is: 1) The evaluation of the perception of the quality of life at work in community regions can provide transformations at the macro level for the sustainable development of the region. When it comes to sustainable development, we also talk about quality of life and it is interesting to note that both work for social transformation and are forming from these relationships. This article also seeks to call for the formulation of public policies in Brazil that deal with the subject:

THEORETICAL REFERENCE

The main themes of this article are: Sustainable Development, Quality of Life at Work and Communities in Rio de Janeiro. In this part, a bibliographic review is made on these topics. It was a source of inspiration and reference, mainly, the master's and doctoral dissertations and the articles researched in the above themes by Elkington (2012), Hawken (2010), Nassar and Gonçalves (1999), Neto (1999), Walton Limongi-France (2003), among others; Which has allowed to visualize a good picture of the state of the theory and its delimitation for exploration and understanding of the themes and their relations.

QUALITY OF LIFE

According to Wikipedia, the free encyclopedia, the term "Quality of Life" means a methodology applied to measure the individual's living conditions or, also, can be understood as a set of conditions that collaborate for the physical and spiritual good of beings in society. The term is difficult to define and therefore "Quality of Life" can be seen as a very comprehensive term, because it involves several factors and its conception can change from person to person depending on the point of view of each one. Quality of life can be viewed as a subjective perception of the subject about his or her well-being situation in his or her life sector in dimensions such as: physical and material well-being, relationships with other

people, social, community and civic activities, Personal development, achievements and recreations (Nassar, 1999). Studies concerning the quality of life were appearing from all corners of the world, began to integrate the academic discourse, the literature relating to the study of people management in organizations. Therefore, its definition has been approached to evaluate the conditions of life in the city, including transportation, basic sanitation, leisure and safety, as well as to refer to workers' health. In a more endogenous view, the quality of life is a personal option that derives from the expectations and possibilities of human beings, being subject to a process of continuous restructuring, pointing, therefore, a proper functionality with parametrial representativeness in which all must respect the Individuality (NOVAES, 1995).

According to Marques (2000), The concern with the quality of life is not of today, because the desire to maintain a better and healthier life comes from ancient times. For ages, human beings have sought to meet their needs in the best possible way. In this sense, it lives in a constant search for structures that allow them to achieve what they want. The great question of the quality of life, the good life or the attainment of happiness is as old as the men, the difference is that at that time, the term "quality of life" did not yet exist, so it is said to be a new concern. In this way, the term quality of life is a modern concept, not the concern with quality of life, with well-being.

QUALITY OF LIFE AT WORK (QLW)

In a market that is thirst for capital and competitive, organizations seek to win market and globalize more and more, so large corporations invest heavily in cutting-edge performance-focused technologies. According to Maximiano (2000), research on human performance and the work environment began to be developed by Elton Mayo around 1920. Organizations for better performance indices, need the commitment of the whole team, and the quality of life at work can be the main link in this process, both for performance enhancement and for contributing to sustainable development. In Maximiano's view (2000), participatory management can be understood as a philosophy or doctrine that makes people feel valued when they have the power to participate in the organization's decision-making processes.

This is perhaps the crucial point to convince the individual of their value within the organization and their commitment to sustainability, that is, the employee is motivated in the organization when he perceives the company's efforts to generate quality of life at work and Thus providing satisfaction and is involved in a simulation called participation that makes it participate in the process or program that the organization intends to develop whether it is sustainable or not. For Alves (2000), Quality of life at work arises around the 1950s, with research carried out by Erich Trist on sociotechnical systems. Over the years and the growing development of research in the social area, individuals are becoming more informed and informed, more questioning and demanding about their conditions at work, in the face of this, companies begin to invest heavily in Structure in the search of creating an organizational panorama that was based on the continuous improvement of the Quality of Life of individuals at work. The results that resulted from this strategy of improving quality of life at work have impacted the creation of more humanized workplaces, meeting the expectations of both the company and

the work, from the needs of higher levels to the most irrelevant. With this strategy, the development of competencies can be stimulated by encouraging the training and development of workers, who feel they are part of the process and volunteer to participate in the training programs offered. The organization carried out the implementation of quality of life improvements at work, taking into account the individualities of each one and understanding that the space that the work occupies in the life of the collaborator can not impact on his social life, since he must enjoy all situational spheres, that is, the sphere of work, leisure, pleasure, rest, among others. Quality of life at work can be understood as a dynamic and contingent management of factors that impact the culture and affect the organization's climate, thus obtaining reflections on productivity and obtaining more satisfied internal clients (Fernandes, 1996).

As already pointed out, it can be observed in the course of the study that the theoretical foundation regarding the subjects quality of life and quality of life work is immense, and several researchers present visions and positions of the most varied. In this context, many scholars have begun to develop their own conceptual models for dealing with issues related to the topic of QLW, we can mention some recognized researchers and their conceptual models:

- Limongi-França (2003) with the conceptual model of competences;
- Fernandes (1996) with its conceptual model, whose focus and structural basis are environmental and human values, which are forgotten by industrial organizations when technological development, production and economic evolution are sought.
- Huse & Cummings (1985) with the conceptual model that makes relations between QVT and productivity;
- Belanger (1983) with the conceptual model that takes into account factors that deal with work, personal and professional evolution, the development of tasks with meaning, positions, functions and organizational structures more fluid;
- Werther & Davis (1983) with the conceptual model focused on the valorization of positions, which is based on the examination of organizational, environmental and behavioral components;
- Hackman & Oldham (1975) with the conceptual model that has as its structural basis the personal positivity and the result of the work considering, in this sense, aspects related to motivation, satisfaction and quality;
- Walton (1973) with the conceptual model that prioritizes humanization and social responsibility, taking as a structural basis some basic criteria: fair and adequate compensation, safe and healthy working conditions, opportunities to develop and use human capacities, future opportunities for continuous growth and job security, social integration in the organization, constitutionalism in the organization, work and total space in the individual's life and, finally, social relevance at work.

This aspect, the discussion about the perception of the quality of life in the work of employees of organizations located in a community in Rio de Janeiro could use any of these models for research. However, the model of Walton (1973), which is a research instrument that adapts very well to the objective of the work, that is, in the collection, collection and analysis of

data concerning the perception of the quality of life at work of individuals and is widely used in international character. In this sense, the perception of the quality of life in the work evaluated through the conceptual model developed by Walton will help to clarify how the workers of a community in Rio de Janeiro perceive their insertion within the local work environment and if the quality of life in the work can be used as a strategic factor for sustainable development in communities in Rio de Janeiro.

THE COMMUNITIES OF THE RIO STATE IN RIO DE JANEIRO AND SUSTAINABLE DEVELOPMENT

The old "Favelas", today, are called "Communities" in the State of Rio de Janeiro. These emerged from small dwellings that settled in the hills around 1985. According to IBGE (Brazilian Institute of Geography and Statistics): "subnormal agglomerate (slums and similar), is a set consisting of at least 51 units (Public or otherwise), disposed in a disorderly and dense manner, lacking, for the most part, essential public services." According to Ferreira (2009), "The city of Rio de Janeiro had very serious problems of homelessness and yet it did not stop growing", the disorderly growth did not only hurt the landscape of Rio de Janeiro, but it brought with it a whole bulge environmental problems. A report published by *Jornal do Brasil* in 2008 indicated that the Rocinha favela, located in the southern part of the city, had fifty-five cases per month of people infected with the Koth bacillus. It was no different that they were subject to constant flooding, no distribution of energy, lack of basic sanitation which also led to the desolation of serious diseases.

According to Abreu (1987) urban reforms will begin to be made in these places from the beginning of the twentieth century. Currently, some communities in Rio de Janeiro already enjoy some kind of infrastructure of water and sewage, electricity and energy, gas, garbage collection. The concept of "favela" no longer exists, and today the definition of "community" is what persists, so within a European approach, community means a region of belonging and identity, where people and groups share values and identical habitus. The expression community, for those who live there, has a very important representation, because it brings them closer to macro relations. To develop actions that strengthen the community is to give strength to all that belong to the community and this generates value so that these residents become active agents of a process of sustainable local construction.

The community that was chosen for research is located in the western zone of Rio de Janeiro and is little known, its population contingent is of 3,000 residents and presents a great social plurality. The Municipality of Rio de Janeiro worried about the density of the region defined by means of a decree-law that is strictly prohibited, from 1981, the use of this region for housing for residential use. Community trade is what drives the community, but no type of work is formalized, but the community is home to a small number of informal businesses, such as bars, restaurants, and coffee shops. It can be seen that there are infrastructure problems in the region, such as water and sewage and some irregular construction. What is worrying is that if there is no sustainable growth of the site, there may be a favela process that can contribute to the environmental degradation of the region.

According to Wikipedia, "Sustainability is a concept that has become a principle, according to which the use of natural resources to meet present needs can not compromise the satisfaction of the needs of future generations." Therefore, it is observed that strategic measures are necessary to promote sustainable development, especially in this region because of its problems presented. The parallel orientation between quality of life at work and the proposal for sustainable development will not be reasonable if there is no "dialogue" between the actors involved in the process. Such a proposal for dialogue can not only be based on a unidirectional agent who, in most cases, is the employer, but rather be a space for valuing the voices of employees. Stimulating one end of the "Triple Bottom Line" (people) may stimulate the progress of all other two, i.e. profit and planet.

METHODOLOGY

In order to start a research it is necessary to make the objectives clear and well defined, and so must also be the questions regarding the methodological path to be followed, always worrying about using methods that make possible the exploration of the theme so that reality is reported with the maximum possible fidelity. For, the final results will characterize, especially, in this type of study, the opinion of workers on a certain subject, in a certain place. According to the proposed objective, this study is characterized by being descriptive and exploratory. Thus, an exploratory research, according to Marconi & Lakatos (2003), is essentially to discover ideas and intuitions, using flexible research methods, that allows the consideration of many aspects of the same phenomenon. In Kerlinger's (1980) view, the descriptive research aims to present the characteristics of a situation and verify a hypothesis of causal relationship between variables.

This research is exploratory, because what it seeks when using such a study, according to Seltiz (1974) is to make the phenomenon in question familiar or to obtain a new understanding of it. Moreover, this type of study is applied when one seeks to present characteristics specific to a given situation, a specific group or individual.

The researcher may want to increase the knowledge about the phenomenon that wishes to investigate in a more structured way, in the future, or to clarify concepts, to establish priorities, to obtain information on possibilities in real life, to present problems considered urgent for people working in the social sciences. The study in question fits the first mentioned aspects, since other researches did not bring the familiarity of the subject, nor characteristics of this group of individuals. This is an initial step in an ongoing research process. The study is characterized as descriptive, as it seeks to identify the variables that determine the criteria of quality of life at work. It approaches from the aspect of the description, passing through the recording, analysis and interpretation of current phenomena. Thus, it will be possible to identify the important factors for informal trade workers in a community in the West Zone of Rio de Janeiro, without these having to be the same as another class of workers from another region.

Data collection was done in two stages

First step - Secondary data: a bibliographic review was carried out on the factors that affect quality of life at work, Communities in Rio de Janeiro and Sustainable Development and People Management.

Academic work was researched in QVT, Sustainability, Communities in Rio de Janeiro and Personnel Management for a period of 10 years, made available online, both in Universities and registered in CAPES. Second stage - the quantitative research will be carried out with the workers of a community located in the West Zone of Rio de Janeiro. As stated by Tanur (apud FREITAS et al, 2000), it will be a survey survey, that is, it will be described as the date or information about characteristics, actions or opinions of a certain group of people, indicated as representative of a target population. By means of a research instrument, a questionnaire. The study sample consisted of commercial workers from a community in the western zone of Rio de Janeiro. It is characterized as a non-probabilistic sample. Freitas et al (2000) consider that the non-probabilistic sample is obtained from some criterion, and not all elements of the population have the same chance of being selected, which makes the results not generalizable, since they do not guarantee the representativeness of the population. Marconi & Lakatos (2003) say that non-probabilistic sampling techniques do not make use of random selection forms, they may not be subject to certain types of statistical treatment.

The collection instrument will be an open questionnaire where the questions should be directed to the workers in order to respond to the objectives of the study. According to Marconi & Lakatos (2003), they emphasize the importance of observing the content of the questions, that is, if they are really necessary and are described in a way that does not induce the respondent to write a particular answer. With regard to language, it is necessary to pay attention to the public that will be participating in the research as a questionnaire respondent, so that words are understood by them. The importance of studying the sequence of answers lies in avoiding contamination, because depending on the order of the questions, these can cause the respondent to be influenced by the other questions that he has already answered. Marconi & Lakatos (2003) call battery, the series of questions whose purpose is to deepen some point of the investigation, but provided that it does not incur the danger of contamination. The authors say that the questionnaires usually start with harmless issues, leaving the more complex ones to the end, especially those that are personal. It is important that the instrument is initiated by a very attractive item, without being controversial, so that the respondent does not refuse to respond to the survey. The beginning should cause interest to involve the informant.

Marconi & Lakatos (2003) emphasize the importance of performing a test with the research instrument, before being definitively applied, in order to avoid that the research reaches a false result. They add that it is not always possible to predict all the difficulties and problems that arise from research involving data collection, since there may be subjective questions, poorly formulated, ambiguous, inaccessible language among others. Therefore, it is sufficient that such a test be performed with something around 5 to 10% of the sample size, considering the researcher's experience, which should be able to determine the validity of the method and procedures used. In the research in question the instrument used has already been used in national and international research in research that involves the perception of quality of life at work. Data collection was carried out in May 2016, characterizing it as a cross-section, that is, it occurred in a single moment, allowing the analysis and description of the

variables in the period. The completion was due to visits to the commercial enterprises of the elected community for research, where the collaborators fulfilled the printed paper. In order to be a non-probabilistic sample, the parameters of the population are not known, so the techniques of analysis are non-parametric. The parameters of a population comprise real data such as distribution type, mean, standard deviation. The variables will be measured in ordinal, nominal and interval scales or ratio. Univariate analyzes (analyze a single variable at a time) and bivariate analyzes (analyze the relations between two variables at a time).

Conclusion

This article aimed to open spaces for future research through questioning about the perceptions of the QWL of the people who work in the commerce of a community in Rio de Janeiro, in this study, it was about subjects about quality of life at work And sustainability, in order to make them understand that the perception about the quality of life at work is fundamental so that one can live in work with more dignity and thus contribute to sustainable development in the region of the Communities and in their surroundings. It is considered that through the investigation and analysis of such perceptions, that it will be possible to seek actions aimed at improving the quality of life of the workers of the region's enterprise, the region's residents, the owner of the enterprise, the region itself and Also, to the planet.

The contribution of this study can be presented in parts, where the following items will be clarified:

- Academic contribution - enable the academic to become aware at the beginning of the training phase of the need to invest in quality of life factors at work, sustainability and Communities.
- To the community workers - the perception about the quality of life at work will encourage employees to seek better working conditions, aiming at quality of life at work and sustainable development for the region.
- The Community of researchers - presents itself as another source of research concerned with sustainability, the quality of life of collaborators of established enterprises in the community, and can serve as an opening for further research along the same lines.
- For the Communities in General - possibility to take cognizance of the opinion of people working in the communities on their needs and needs in the work area, therefore, modifications may occur due to the knowledge of these data.

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